

Special Report — SELLING KITCHENS

HOW TO HIRE GOOD HELP

# Electrical Merchandising

A MCGRAW-HILL PUBLICATION • ONE DOLLAR

MARCH • 1958



# ***SPEED QUEEN***

NOW BRINGS YOU A 2-SPEED 2-CYCLE  
**LOW PRICED AUTOMATIC**

*that competes quality-wise  
with washers priced over \$300*

#### LOOK AT THESE FEATURES:

- ✓ 2 Speed Agitator and Spin Speed
- ✓ Dual Cycle — Normal and Short
- ✓ Hot and Warm Wash
- ✓ Warm and Cold Rinse
- ✓ Partial load tub fill
- ✓ Automatic Lint Remover
- ✓ Automatic Sediment Ejector
- ✓ Aerated Water Inlet
- ✓ Built-in Suds-Saver (Model A24-W)
- ✓ Exclusive Hinged Top
- ✓ 5 Year Transmission Guarantee
- ✓ Fluid Drive
- ✓ Styled to match machines in the \$300-plus class.

This new Model A24 has been designed and priced to add *further promotional strength* to Speed Queen's record-breaking Golden Anniversary Line.

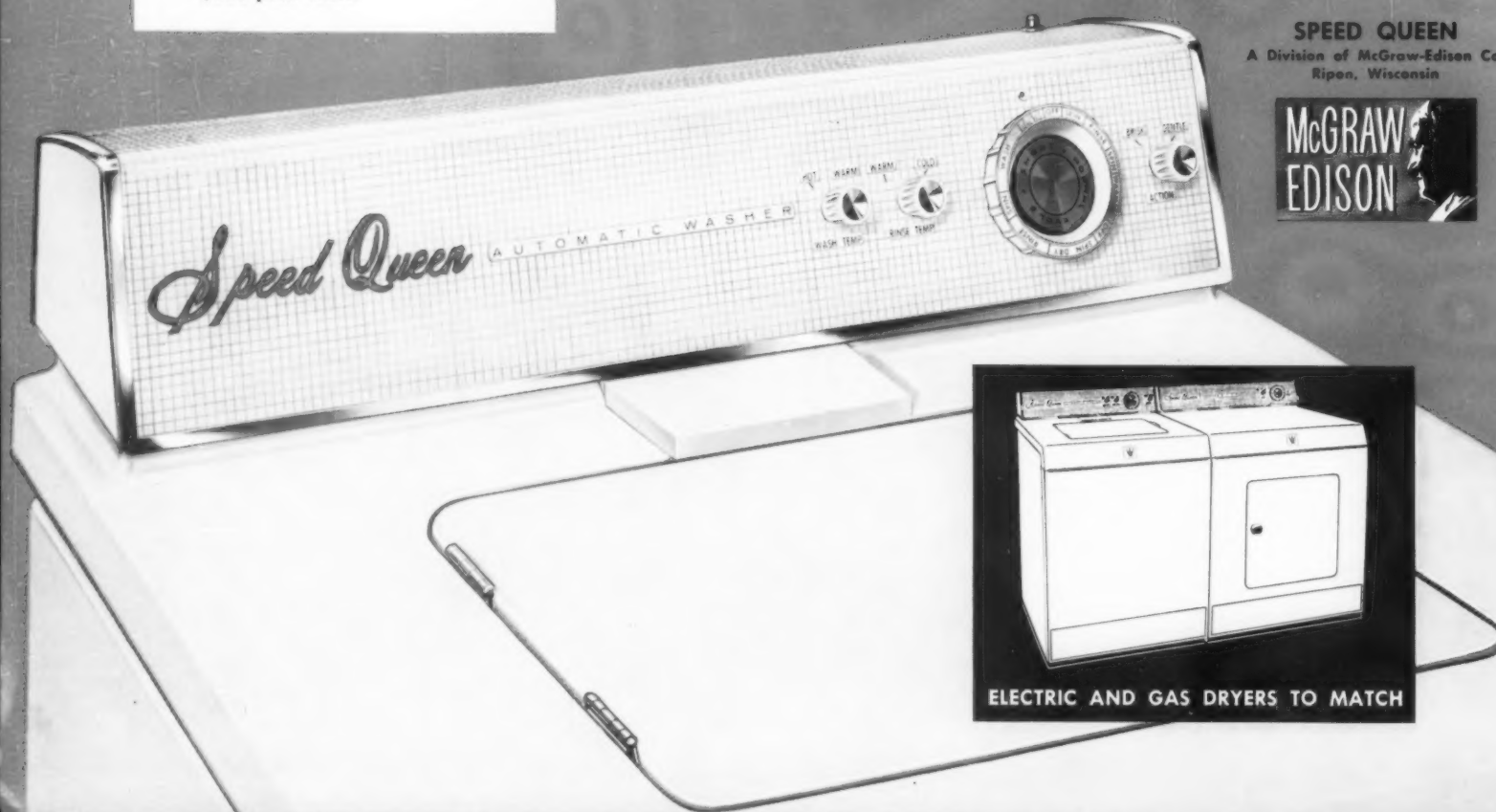
This A24 can be advertised at a price *low enough* to attract the bargain hunter.

It can be demonstrated on a *quality level* equal to machines selling over \$300.

This gives you the 2 major elements for *fast closing*. Which means *volume*.

And Speed Queen's full discount policy means a *full profit* on *every* sale.

**SPEED QUEEN**  
A Division of McGraw-Edison Co.  
Ripon, Wisconsin



ELECTRIC AND GAS DRYERS TO MATCH



# SPOTLIGHT...a quick look at what's going on

---

MARCH 1, 1958

Seldom of late has the appliance-radio-TV dealer looked better than he did last month. While politicians and some professional forecasters seemed dedicated to outdoing each other with forecasts of gloom and doom, the dealer was adopting a positive attitude. As a result, dealers were coming up with novel, hard-hitting promotions designed to maintain volume no matter what the national figures might say. In the East, salesmen for one big appliance chain were wearing buttons which shouted that "business is good". In Ohio, a dealer was offering a free honeymoon to Niagara Falls. In the Midwest, EM's editor reported dealers were selling hard; "cautious they are, pessimistic they're not" was his description of the prevailing attitude. And in the Far West dealers had a whole list of reasons for optimism (page 13) . . .

This optimism was evident everywhere you turned. It was obvious during the NARDA convention (page 65) and it was even more obvious at the Housewares Show where a variety of new products and special deals greeted the 11,000 buyers. A surprising amount of business was written during the show, proving that the prevailing optimism was more than just talk (page 152) . . .

If there was one reservation it was that some of the healthy volume figures racked up at retail seemed to be made at the expense of net. Dealers fretted about profits and those in Ohio had considerable justification; an adverse court decision invalidated the state Fair Trade law and a violent price war broke out in Cincinnati. A reporter counted 1100 people in line at one department store appliance counter as residents swarmed to get in on the below cost bargains (page 18) . . .

Some of the industry's newest products continued to be pace-setters. The Electronic Industries Assn. confirmed that in 1957 half of portable radio production was in transistor sets and observers think the trend will continue. But as volume goes up price will be coming down, thanks to increased sales of foreign sets and continuing competition among domestic producers (page 9) . . . Domestic manufacturers are rounding out

transistor lines with Admiral adding six and eight transistor sets and G-E announcing four new models (page 134) . . .

High fidelity volume was also holding up well and manufacturers continued to take advantage of this trend. Symphonic has introduced a new line and Admiral is showing a new Italiana series (page 135) . . .

As February drew to a close violent weather blanketed much of the country, but dealers found their attention drawn more and more to an admittedly hot weather product--air conditioners. Some were packing their bags for trips to exotic spots like Havana and Las Vegas--a reward for heavy buying. But many were holding off in the expectation of more price reductions on 1957's carry-over merchandise. Manufacturers, however, were holding the line. Not only were prices holding relatively well on the carry over but many of last year's liberal buy back deals had disappeared (page 137) . . .

Capitalizing on this interest in air conditioning, Fedders introduced a brand new portable, Philco showed a new "Bantam" and a number of evaporative cooler manufacturers came up with specifications on their 1958 portables (page 128) . . .

For many dealers the most intriguing "new product" was the kitchen business. The surprise hit of the NARDA convention was the final day's kitchen clinic where 95 dealers listened in on tips from experts (page 68) . . . In the Far West dealers were reported to be taking new interest in kitchens and this was reflected in plans just announced for the San Diego Bureau of Home Appliances' Spring Fair. A "parade of kitchens" will be featured (page 22) . . . Reflecting this heightened dealer interest, also, is the material in ELECTRICAL MERCHANDISING's annual Special Report on Kitchens in this issue (page 64A) . . . And as a final reflection of this stepped up desire to learn more about kitchens, ELECTRICAL MERCHANDISING's editors have announced that effective with the April issue a regular monthly section on Better Kitchen Merchandising will be included in the magazine. Watch for it beginning next month.

Here's the look that launched a thousand



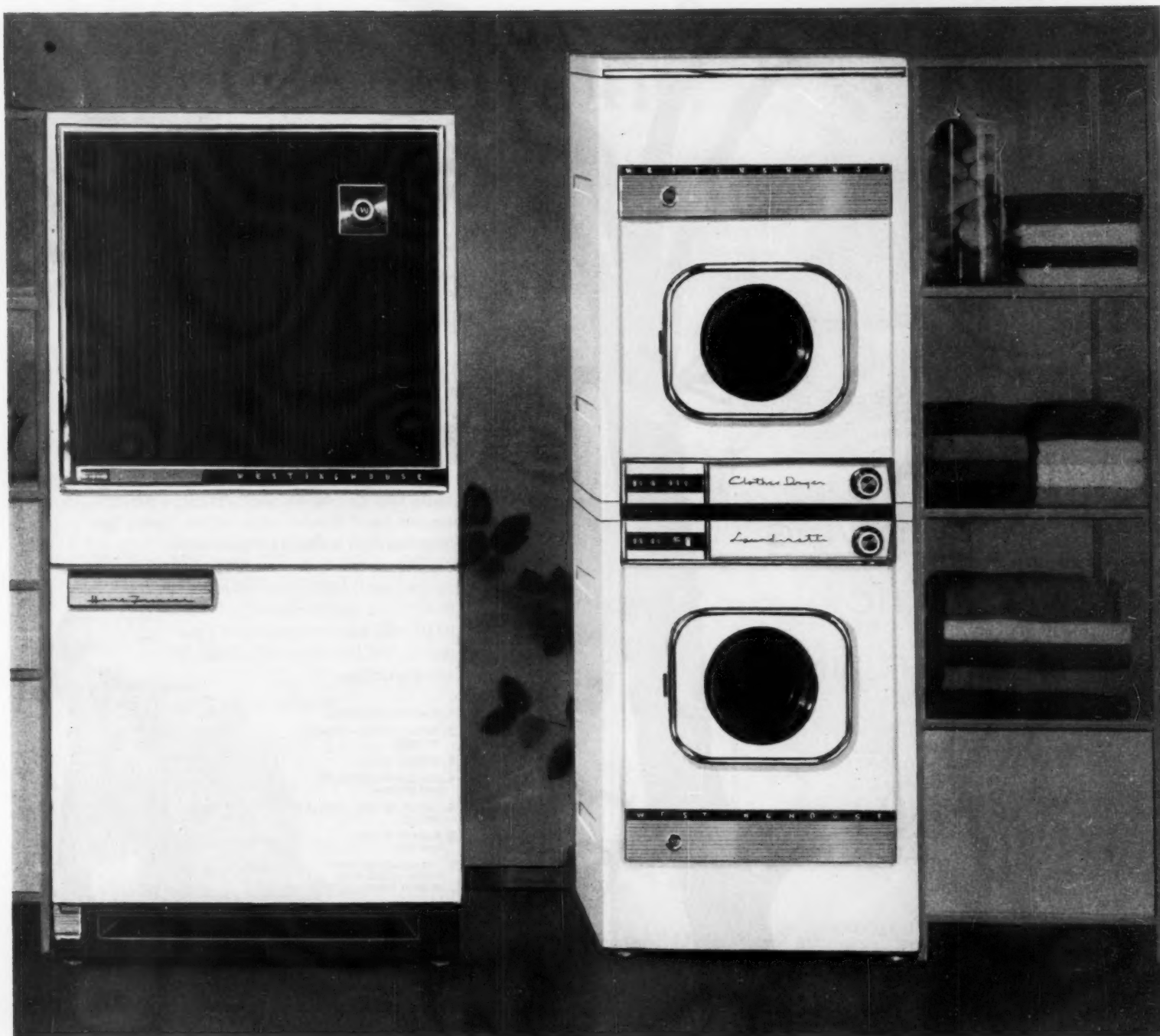
# Westinghouse Shape of Tomorrow

...a 6 months' report from dealers

Smart appliance retailers are all from Missouri! They need to be shown—and because Westinghouse agrees there is no business like “show” business—here is a cross section of reports of our severest critics...dealers who are faced with turning the Shape of Tomorrow into sales Today!



"raves"...



**TIP KNAPP,**  
**Denver Dry Goods Company, Denver, Colo.**  
 "The Shape of Tomorrow line has produced more money for us by having salable features, beauty and quality that can be readily displayed."



**GEORGE HASKELL,**  
**Carlisle-Allen Co., Ashtabula, Ohio**  
 "Last summer when we saw the wonderful Shape of Tomorrow line, we thought it was the greatest. Its acceptance the past months by our customers has proved this estimate correct."



**AUGIE VAN DER HEYDEN,**  
**South Side Electric Co., South Bend, Ind.**  
 "In 21 years of selling Westinghouse appliances, we have never had as many good comments as now with the Shape of Tomorrow design. It is a tremendous selling help; we are really happy about it. We know it will help do a good job for us in 1958."



**GODFREY MARINE,**  
**Marine Electric Company, Lafayette, La.**  
 "Shape of Tomorrow has brought in more prospects for us. The look really is new and makes women conscious of how long they've had their present equipment."

THE BETTER  
 WAY TO DO  
 BETTER BUSINESS



To get in on the excitement... the prestige... the profits... call the Westinghouse Distributor in your area. Ask him to explain all the opportunities and responsibilities of an OAS Franchise.

YOU CAN BE SURE... IF IT'S

**Westinghouse**

WESTINGHOUSE ELECTRIC CORPORATION, MANSFIELD, OHIO



AMERICA'S  
FASTEST GROWING  
AUTOMATIC  
DISHWASHER LINE



WASTE KING is making appliance sales history with its complete line of 10 under-counter and free standing Super Dishwasher-Dryer models in two price ranges. Designed and built by the same WASTE KING people who have equipped over 1,000,000 American homes with "The World's Finest Garbage Disposer"... the all new WASTE KING Super Dishwasher-Dryer is now available with these seven outstanding selling advantages:

1. Automatic pre-rinsing
2. Better washing—even pots and pans
3. Spotless drying
4. Humidity-free drying for cool kitchens
5. Largest capacity—easiest loading
6. Super-Hush quiet operation
7. Interchangeable front panels—wood, metal or paint finish



PLUS THESE IMPORTANT FEATURES:

Suds Flush-Out... Built-In Pump Drain... Full-Width Door Pull... Multiple Light Cycle Indicator... Automatic Detergent Dispenser... Plate Warmer... Rinse-Dry Injector... Heat Booster Final Rinse... Versatile Contour Racks... Waist-High Cycle Control Knob.

## WASTE KING *Super* DISHWASHER-DRYER

PICK SOME WASTE KING *Super* DISHWASHER-DRYERS OFF THE TREE. YOU'LL FIND THEM AT YOUR LOCAL APPLIANCE DISTRIBUTOR OR PLUMBING JOBBER.

WASTE KING CORPORATION

3300 East 50th Street, Los Angeles 58, California

Gentlemen:

Rush literature about the WASTE KING AUTOMATIC DISHWASHER and the name of my local distributor to:

NAME \_\_\_\_\_

STORE NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_



DISHWASHERS



DISPOSERS



BUILT-IN ELECTRIC AND GAS RANGES



INCINERATORS





# Electrical Merchandising

MARCH 1958

A MCGRAW-HILL  
PUBLICATION

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For your convenience we've packaged these three features all together right up front. Read them and you'll get a quick, accurate idea of what's happening in the industry. "Spotlight" gives you a last minute summary of what's happened and tells you where to look for more detail. "Trends" gives you the national picture plus vital statistics. And "Regional Trends" shows what's happening in your own market.

Whether you've been doing kitchens for years or are just getting started you'll find valuable tips in this Special Report. Don't miss the article on selling builders.

Show this to your salesmen. It's a surprising—and inspiring—report of what two dozen top notch retail salesmen think about their jobs. They're proud of their work and are convinced that new merchandising methods merely help—but don't replace—the salesman. The best indication of the fierce pride these men take in their work is the fact that most of them wouldn't object if their sons went into selling.

Next month **ELECTRICAL MERCHANDISING** begins a dramatic and timely new section on **Better Kitchen Merchandising**. Watch for it—every month!

# Cash in on West Bend "Automatics"

party perk prospects  
are today's biggest market

new 24 cup!

West Bend's 12 to 24 cup Automatic Perk opens a tremendous new market for you. It's simple to operate, portable, decorative—certain to be desired by every hostess. And it's priced to sell: costs little more than many 8-cup automatic percolators. At the NHMA Housewares Show in Chicago, the Party Perk was applauded by buyers who recognized its powerful sales potential.



Cup can stay right on saucer when filling.



12 to 24 cup  
Automatic Percolator  
No. 3504E polished  
aluminum .....\$29.95  
No. 3506E copper-  
color aluminum ....\$32.95

## party percolators

operate as easily  
as an 8-cup automatic perk

1. Fill percolator to desired "cup" mark with cold water.
2. Add coffee (special basket allows use of drip grind).
3. Plug in any AC outlet. Coffee is brewed automatically (no dials or controls to set).



**20 to 50 Cup Automatic Percolator**  
Makes plenty of delicious coffee for bridge parties, "rec" room get-togethers, club and church socials. Automatically brews coffee to the peak of flavor and keeps it serving hot. Glass gauge. AC.  
No. 3500E polished aluminum.....\$39.95  
No. 3501E copper-color aluminum.....\$44.95

**24 to 72 Cup Automatic Percolator**  
Fully automatic! Brews up to 72 cups of superb coffee for lodge meetings, business groups, coffee shops, institutions. Signal light flashes when coffee is ready to serve. Cut-away base for easy pouring. No-drip faucet. AC.  
No. 3512E polished aluminum \$42.95

WEST BEND ALUMINUM CO., Dept. 183, West Bend, Wisconsin

## Electrical Merchandising

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MARCH, 1958—ELECTRICAL MERCHANDISING



# WHO BUT HOOVER®

gives you all these selling features in a floor polisher?

List Price

\$**49<sup>95</sup>**  
plus  
excise tax



Order the Polisher that lives up to  
its name...from your Hoover distributor!



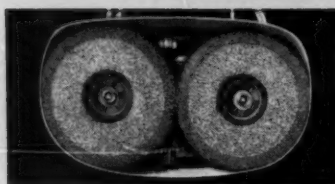
**SPECIALISTS IN FLOOR CARE**

The Hoover Company, North Canton, Ohio

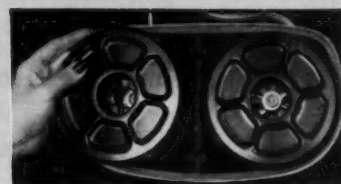
*Check the superiority of the Hoover  
Polisher in this 30-second Comparison Test*

A comparison of Hoover Polisher features  
with those of 5 other leading polishers.

	HOOVER	POLISHER B	POLISHER C	POLISHER D	POLISHER E	POLISHER F
Height of motor housing less than 7"	YES	YES	NO	NO	YES	YES
Overall weight 12 lbs. or less	YES	NO	NO	YES	YES	YES
Scrubs, waxes, polishes without changing brushes	YES	NO	NO	NO	NO	NO
Automatic handle switch	YES	NO	NO	YES	NO	NO
Splash guard	YES	NO	NO	NO	NO	NO
Sanding attachment	NO	YES	YES	NO	NO	NO
Special plastic brush backs	YES	YES	NO	NO	NO	NO
Self-aligning, self-locking brushes	YES	NO	NO	NO	NO	NO
Retail price less than \$50	YES	NO	NO	YES	YES	YES
Two-piece handle shortens for above-floor polishing	YES	NO	NO	NO	NO	NO
Rug-cleaning attachment for liquid and dry compounds	YES	YES	NO	NO	YES	NO



**De-all Brushes**—Exclusive combination of hard, medium, and soft bristles scrubs, applies wax, and polishes without a change. Special plastic backs prevent warping.



**Rug Cleaner**—Hoover applicators are easily attached (and there's no excessive hike in retail price). Perfect for either wet shampooing or dry cleaning.



**Vinyl Bumper and Splash Guard**—Protects walls and furniture against marring and splashing. Extends to within 1/4" of the floor.

**"Contour" Design**—for toe-space polishing.

**Magic Handle**—turns polisher on and off automatically. Shortens to half-length for above-floor polishing.

**Fully Insulated**—Safest for scrubbing. Even has double pole switch.

**Powerful Motor**—Never needs oiling. Precision worm gear drive. No belts to replace.

**Lightweight**—which pleases the ladies.



"...you make  
better profits  
when you sell  
better products..."

*RMSpang*

General Manager, Home Laundry Department  
Hotpoint Co.

## Hotpoint trends

For more than 50 years, Hotpoint's reputation for product superiority has been recognized by consumer and dealer alike.

Maintaining this position is our most important goal because we know that you, as a dealer, make better profits when you sell better products than your competitors.

For instance, Hotpoint Home Laundry Dealers have the distinct sales advantage offered by the Coaxial Transmission that operates smoothly and quietly because it has a minimum

number of working parts. They can also offer the full-time Lint Filter that filters both wash *and* rinse water... and the amazing Wonderinse clothes conditioner that automatically injects just the right amount of liquid fabric softener into the final rinse.

These plus features—and the many others that have been engineered into all Hotpoint Appliances—are indicative of our day-in, day-out policy of product improvement—so that Hotpoint Dealers will be provided with the most saleable, service-free appliances in the industry.

Hotpoint Dealers' profit opportunities are greater than ever before...  
If you're not a Hotpoint Dealer—you should be!

**Hotpoint**

LOOK FOR THAT DIFFERENCE! (your customers do!)



HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44, ILLINOIS

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • COMBINATION WASHER-DRYERS  
CUSTOMLINE • DISHWASHERS • DISPOSALS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • TELEVISION



## QUICK-CHECK OF BUSINESS

# trends

	LATEST MONTH	PRECEDING MONTH	YEAR AGO	THE YEAR SO FAR
<b>FACTORY SALES</b> appliance-radio-TV index (1947-1949=100)	167	181	171	<b>9.7% down</b>
<b>RETAIL SALES</b> total (\$ billions)	16.9	16.6	16.3	<b>5.3% up</b>
<b>DEPARTMENT STORE SALES</b> index (1947-1949=100)	132*	138*	133*	<b>0.8% down</b>
<b>CONSUMER DEBT</b> owed to appliance-radio-TV dealers (\$ million)	374	365	377	<b>0.2% less</b>
<b>FAILURES</b> of appliance-radio-TV dealers	37	31	36	<b>2.8% more</b>
<b>HOUSING STARTS</b> (thousands)	69.0	62.0	63.0	<b>9.5% up</b>
<b>AUTO OUTPUT</b> (thousands)	489.4	534.7	641.6	<b>23.7% down</b>
<b>DISPOSABLE INCOME</b> annual rate (\$ billions)	301.0	302.9	294.0	<b>4.4% up</b>
<b>LIVING COSTS</b> index (1947-1949=100)	121.6	121.6	118.0	<b>3.4% up</b>
<b>CONSUMER SAVINGS</b> annual rate (\$ billions)	18.5	19.3	21.7	<b>2.4% down</b>
<b>UNEMPLOYMENT</b> (thousands)	4,494	3,374	3,244	<b>38.5% up</b>

(Sources, in order: FRB, Dept. of Commerce, FRB, FRB, Dun & Bradstreet, Bur. Labor Statistics, Ward's Auto Reports, Dept. of Commerce, BLS, Council Econ. Advisors, Census Bureau) (\*New Series)

Pessimistic news always makes headlines. That's why talk of unemployment and bread lines is getting so much attention right now.

But good news is being made, too.

Consider, for example, the figures on housing starts in the Quick-Check chart on this page. January starts are estimated at 69,000 units. That's up sharply from 62,000 in December and 63,000 a year ago.

This data tends to confirm some predictions made in our story on housing which appeared in the December issue (page 77). In that article we rounded up various estimates of housing activity in 1958. The consensus was that starts would be up by four to eight percent over 1957. The January figures now available tend to confirm that estimate.

If you want a still more encouraging picture, consider the estimates made recently by Architectural Forum. The magazine foresees a construction boom of "dazzling proportions" for the next decade with outlays between now and 1967 amounting to \$600 billion as compared to \$409.9 billion between 1948 and 1957. This covers all construction, of course, but the magazine's estimates for residential construction are equally encouraging. "By 1967, the number of households in the U. S. will have risen to about 58.2 million. As a result, 1.5 million new housing starts a year will be as

common ten years from now as one million are today."

Pay television has apparently run into another roadblock.

Here's what has happened: the commerce committee of the House of Representatives has recommended to the FCC that it call off its scheduled tests of pay TV until Congress specifically authorizes such trials.

The committee recommendation has no legal status but observers think that FCC will most likely abide by it. If so, pay TV will be sidelined for some time.

You've undoubtedly been hearing a lot about "subliminal" advertising on television. Extremely brief messages are flashed on the screen at frequent intervals. The messages come and go so fast you don't "see" them but the proponents of the system say that they register on your subconscious.

Quite naturally, there's been a lot of controversy over the legality, morality and effectiveness of the new technique. A lot of the argument has quieted down, however, since in a couple of recent demonstrations of the system nobody seemed to get the message they were supposed to. In January a test was put on for government officials and newsmen without spectacular results. Last month in Canada the technique was tried out on a Sunday evening program and

(Continued on page 10)

If it's worth the cost of installing . . .

... it's worth the cost of a safe electrical cord

**Belden**  
**RANGE CORDS**  
**DRYER CORDS**

Modern as the style of the newest appliances! Approved Cords—rated for service—Belden quality engineered for the job. Installation is easy and permanent—no costly service calls.

"From the complete line of Corditis-free Home Electrical Cords."

**Belden**  
 WIREMAKER FOR INDUSTRY  
 SINCE 1902  
 CHICAGO

4-17

Magnet Wire • Lead and Fixture Wire • Power Supply Cords, Cord Sets and Portable Cord • Aircraft Wires  
 Welding Cable • Electrical Household Cords • Electronic Wires • Automotive Wire and Cable

## trends CONTINUED

viewers were invited to send in their own ideas of what the message was. The station got 500 answers—but none of them turned out to be the right one.

Our "guesstimate" of transistor radio production in the January issue has turned out to be extremely accurate. We said then that half of all portables produced in 1957 were transistorized. The Electronics Industries Assn. now confirms that figure. To be exact, 49 percent of portables were transistor sets. An even greater—51 percent—proportion of car radios were transistorized.

Nobody doubts that the trend to transistor sets will continue during 1958. But you may have overlooked another development in the field—the gradual lowering of prices. Competition from imported sets as well as among domestic producers will almost certainly push the price level of transistor sets down even further during the coming year.

Don't be afraid to talk prices—real prices, that is—when you're selling appliances.

A fresh look at what has happened to the "real" price of appliances has been compiled by the U. S. Dept. of Commerce. Using refrigerators as a guide, the government study shows that the actual cost of the product to the consumer has declined steadily. In 1922, for example, the average price of a refrigerator was \$525; the weekly earnings of a production worker were \$21.51. That meant it took 24.4 such paychecks to buy the refrigerator.

In 1957, on the other hand, the average price of the unit had fallen to \$329, earnings had shot up to \$74.96 and it therefore took only 4.4 paychecks to buy the refrigerator. *End*



# V-M World Wide Festival of Sound

## PAYS FOR ITSELF!

You'll Increase Your Sales Volume  
With This Terrific Promotion from **V-M**

Here is a self-liquidating promotion designed to pack your store with prospects who are *ready to buy!* You offer an unbeatable combination . . .

- TOP PORTABLE PHONOGRAPH LINE
- A GIVE-AWAY PREMIUM NOBODY CAN BEAT!
- A BARGAIN-PRICED LP RECORD YOU SELL AT A MARGIN
- WHICH CAN PAY FOR YOUR WHOLE PROMOTION!

### the PRODUCT

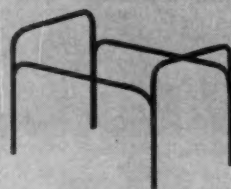
Here is the V-M 'Ultra-Deluxe' Model 557. The unique chrome-plated handle with built-in controls is just one of its many dazzling features! Sensational, too, is the glorious sound from its 8" woofer and 7" oval speaker with amazing coaxial tweeter cone. Plays all four record speeds. \$139.95 List\*

V-M Model 557—  
\$139.95\*



### the PREMIUM

You can GIVE AWAY a smartly-styled phono stand conservatively valued at \$4.95 with every deluxe automatic portable V-M phono you sell. It's light, it's functional; it's beautiful in fashionable copper tone. Constructed of strong, tubular steel, it serves as the perfect at-home stand for portables and table models.



V-M Model 1260—  
\$54.95\*



### the RECORD offer

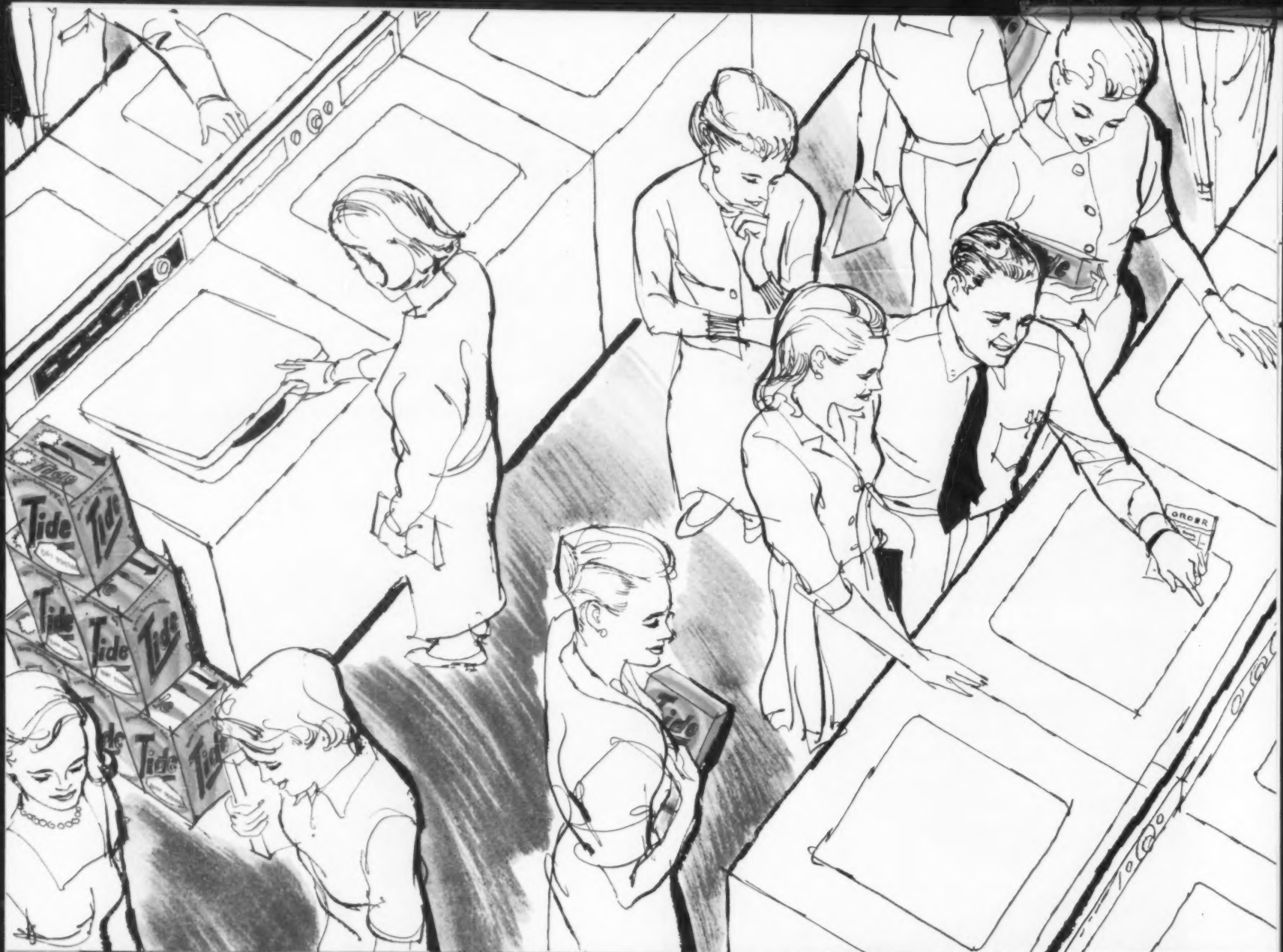
You'll create store traffic with an unusual LP recording of music from around the world. Entitled "Hi-Fi Internationale," this record includes BIG NAME talents including Patti Page, Sarah Vaughan, Ralph Marterie and others. It's a smash hit! You'll sell it for \$1.19, MAKE MONEY ON EVERY SALE. And every buyer is a prospect for an equipment sale!



GET PACE-SETTING PROFITS FROM  
THE WORLD WIDE FESTIVAL OF SOUND!  
Call Your V-M Distributor TODAY!

the Voice **M** of Music®  
V-M CORPORATION • BENTON HARBOR, MICHIGAN

\*Slightly higher in the West.



Romie L. Thomas, Partner, McDuff Hardware & Appliance Co., Jacksonville, Fla.

## Jacksonville dealer clinches extra sales with Tide as a bonus— sells 130 washers in 3 weeks!

**How do you clinch sales** and increase traffic without cutting back your prices and profits?

"I figured good salesmen could do the job, if I put an ace up their sleeves," says Mr. Thomas. "And the ace I came up with was a huge box of Tide."

"These days everybody's a bargain hunter, so you gotta give 'em something special to make them sit up and take notice . . . something extra special to make them plunk down the cash for *your* machine. Now we've tried all sorts of premiums, but most of them brought us more 'lookers' than 'buyers' or else they cost too much to make it worth while."

"I was really up a tree. Then I got hold of the Tide Appliance Trade salesman because I had a hunch a Tide tie-in could really pay off. Since more women use Tide than anything else in their automatics,

wouldn't they be tickled if they got a Home Laundry Size Tide *free* when they bought a machine? And to get more of them in the store, we'd give them a regular box of Tide just for browsing around."

"Like I say, I had a hunch it would pay off. Some hunch! In three weeks we sold 130 washers—that's 80 more than usual! That big Tide box was some ace! And it was one of the *least* expensive premiums we've ever used."

"The gals flocked in to pick up their free Tide. When they saw how good a deal it was, a bunch bought machines right on the spot. And a lot more brought their husbands back and helped us sell them. The whole thing was such a success, we ran it again. Same story—our sales soared!"

"Tide's a natural! We'll be using it again and again

to sell our automatics. No need to cut prices either. More women want Tide than anything we've ever offered . . . it's got a good name, it's impressive in that big box—and it's sure economical. Tide has our vote—it's some sales-clincher!"

**Take a tip from Mr. Thomas**—here's how you can use Tide as a premium to increase your washer sales:

1. Obtain Tide through your Tide Appliance Trade Representative\* at a substantial advertising discount!
2. Offer a regular size box of Tide to create traffic. Give one to every customer who comes in to watch a washer demonstration.
3. Offer a Home Laundry Size box of Tide to help close a sale!



\*For complete details and/or the name of your Tide Appliance Trade Representative, write Tide Home Laundering Bureau, 806 Gwynne Bldg., Cincinnati 2, Ohio.

A Product of Procter & Gamble

Promote with Tide—packed in 25 automatics,  
used in 25 million homes every year!



# trends

## REGION BY REGION

### THE EAST

By John Richards



Dealers fight recession talk with hi-fi, color-TV, laundry promotions, continue to explore sidelines . . . Buying is cautious, though sales are fair.

"**B**USINESS is good. We love having you."

All salesmen in all 20-odd outlets of a metropolitan New York chain are now wearing this optimistic legend on 6-inch, orange-and-black buttons pinned to their lapels. It is this chain's counterattack to reaffirm that business may be off but it is far—very far—from being catastrophic.

Last month the East was full of similar positiveness at the retail level. In Roxbury, Mass., a dealer pushing personalized service in his selling crept to within two percent of last year's figures. In Buffalo a big dealer shifted advertising emphasis from newspapers to a new experimental television show. In the same city a chain mounted strong hi-fi promotions for stores that reach into Niagara. A 6-store Philadelphia chain which blankets that city's suburban market was on-the-nose with last year figures "due to strong promotions which drum up store traffic."

And there was no letup on the advertising push by discount houses, department stores, chains, buying groups and big independent dealers across the metropolitan New York-New Jersey front. Lincoln's Day programs roused the downtown and suburbs—in Manhattan, Brooklyn, in Hempstead, Freeport, Patchogue, East Northport, the North Shore, and outlying Queens.

Among the products feeling the impact of promotions were color-TV, hi-fi, laun-

dry equipment, and traffic items, including vacuum cleaners. New York benefited from a heavy distributor push on color, and Nassau and Suffolk dealers found \$395 offerings with liberal trades stirring traffic. Bayside and lower Manhattan dealers pointed with pride to hi-fi lines being sold under limited franchise arrangements. Laundry and other white goods products were moved in New Jersey and lower Connecticut, as well as New York, under a big consolidation sale by one distributor. Refrigeration continued to be one weak spot in sales. Traffic appliances still filled a traffic-building role among promotional dealers all over the east. And heavy demonstrator emphasis on vacs in big metropolitan volume houses lifted eyebrows. Aside from fair-traded vacs, dealers began to wonder when these units would be footballed to the point of negligible profits.

From Cambridge, Mass., came a report of several dealers doing well in dishwashers, disposers and built-in equipment. Dealers who have worked built-ins carefully—in south-central New Jersey, and more recently in the boroughs of New York—also noted continued sales here. They were echoed by kitchen specialists in Newark, Dover, Madison and the outer reaches of metropolitan New Jersey, in points as distant as Harrisburg and Easton, Pa., Albany and Syracuse, N. Y., and Washington, D. C.

Other dealers still were exploring products other than strictly vertical appliances-TV. In Madison, N. J. a dealer was still running ahead "primarily because we have continued to push hi-fi and are expanding into gifts and novelties." Buffalo, Roxbury and Chelsea, Mass., dealers were expanding into furniture and sundry items. There was no diminishing of this probing along the Atlantic coast as far south as below Washington, as far inland as the Susquehanna River, and up through New York's southern tier.

An undercurrent ran through some metropolitan department stores that a reappraisal of appliance departments must come. Slim dollars on too many products was the driving force. In New York's 10-percent market distributors still tried to hold the line against the clamorings of volume operators for special deals.

Dealers, however, watched their buying closely. Air conditioners felt the effect of this tightfisted attitude. Nobody was buying heavily. There were no magnanimous buy-back plans. Inventories were heavy at other than dealer levels. Still, there were no early dumps. It was as if dealers held their breath, waiting for dumps, fearful that any early deal would not be the best one.

Their caution was tied, of course, to figures that are off last year by five to 10 percent and to consumer caution about spending.

However, more than one dealer was as baffled as one in East Northport, Long Island.

"I get up in the morning and hear these unpleasant business reports," he says, "Then at the end of the day I tote up my figures and find I'm ahead of last year. So I keep on slugging."

Throughout the East last month this dealer was not alone.

### THE MID-WEST

By Ken Warner



Laundry and hi-fi are still going strong . . . Otherwise early business is spotty . . . Dealers keep eye on employment figures

**T**HERE was no discernible pattern to the appliance business in the mid-west during February. Every area had its own problems and none seemed to be the same. Products making a good showing in one state were at low ebb elsewhere. Some dealers had set January sales records and had good Februarys. Others were still in the doldrums.

Running briefly down the line of products: A Wisconsin dealer reported hi-fi good, ranges fair, refrigerators poor,  
(Continued on page 16)

Where in the world do you



It's carefree...

it's expense-free...in the fabulous

**\$2,000,000**

**PICK-YOUR**

**VACATION JAMBOREE**



**Whirlpool**

Ask your RCA WHIRLPOOL distributor for



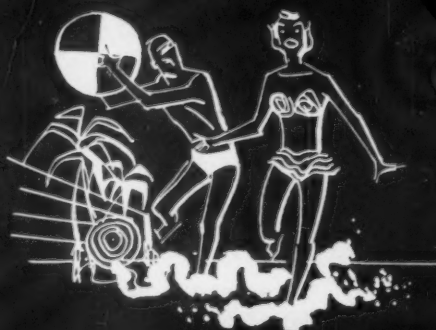
want to go?...



SOUTH AMERICA



HAWAII



MIAMI



HAVANA



MEXICO CITY



00

-TRIP

FOR

DEALERS

AND THEIR SALESMEN

details

Join up!...it's easier to sell  
RCA WHIRLPOOL than sell against it!

RCA WHIRLPOOL Home Appliances

Product of WHIRLPOOL CORPORATION St. Joseph, Michigan

# trends

## REGION BY REGION

laundry firm and TV off and on. A Minnesota man said TV was good, there was some hi-fi business, refrigerators were good and laundry was "mediocre." In Michigan laundry showed the strongest, TV was off, refrigerators were weak.

Sales volume showed the same spottiness. A small-towner reported he had the best January in several years and he was optimistic, even though February opened up with a dead spot. A Wisconsin dealer in a larger town reported January sales off sharply, and still off. Dealers in Chicago were racking up "average" figures despite an increase in "we'll think about it" customers. For Minneapolis, one dealer described business as "not setting the world on fire."

In inventory and buying habits there was again no accord, though it was true that, generally, dealers were playing cards close to their vests. Over in Michigan, wherever there were heavy automotive payrolls, they were chucking in their cards and pulling in their horns, along with credit agencies and banks. "Let me put it this way," said one dealer. "Right now, we're taking a much deeper interest in a customer's seniority on the job than we have in a long time."

He was voicing a view of many dealers—good business depended on local employment conditions, and this held true in the Twin Cities of Minnesota, in towns like Cedar Rapids, Iowa, and in the industrial towns along the west shore of Lake Michigan as well as in almost wholly-industrial towns in Michigan. Naturally, dealers in towns with no big unemployment still were running into caution on the part of prospects, but they were able to make sales. In hard-hit towns, some dealers were blasting big sales events to stir up some traffic. But, at the same time, they themselves were on a "sell one, buy one" basis.

Another widely-held view among mid-western dealers was that any selling slumps were due mainly to lack of confidence. In Minnesota, newspaper stories about hard-hit farmers were evidently tightening up pursestrings. In Michigan, it was strike talk. For one dealer, this feeling is so strong, his salesmen are instructed to "talk good times" as well as product features and prices. These dealers point out that there are plenty of savings, and, outside of lay-off areas, plenty of money coming in.

Cautious they all are. Pessimistic, they're not. The sharp ones have their inventories in trim, and are ready to hop whichever way the wind blows. And, overall, a better start than anticipated for 1958 has more midwestern dealers confident of a profitable year.

Another confident group in the midwest are Kansas utilities. Both Kansas Gas and Electric in Wichita and Kansas Power and Light in Topeka are putting on ambitious programs in 1958 to promote business for dealers. Right now, as a matter of fact, KPL is spreading a \$24,000 budget around in a two-month electric dryer campaign. KG & E has kicked off a sales program that goes in all directions. It's called "Break-Thru in 1958", and includes Live Better Electrically and Medallion home programs, Housepower and KG & E's own "pattern homes" project, continuing help to dealers from utility sales reps, range and dryer campaigns and advertising in 40 newspapers every week of the year, plus radio, TV and direct mail campaigns all along the line.

In looking back at 1957 KG & E points to heavy gains in dishwashers, disposer units, built-in ranges and water heaters. Both gas and electric dryers showed gains, with electric units up 7.3 percent and gas dryers up 3.6 percent. Down, but not heavily, were ranges, refrigerators and automatic washers. As KG & E puts it, the overall picture in 1957 was no recordbuster, but it is felt that it was not so bad as to drown hopes for 1958.

## THE SOUTH EAST

By William McGuire



Dealers wonder—and worry—about air conditioners . . . Buy-back plans disappear . . . TV takes sales honors

AS spring nears, the one big question mark looming in the Southeast looks mighty like a room air conditioner. Only this much is certain:

Buy-back, with a few exceptions, is a thing of the past. Until about the middle of April nearly all the activity will come in close-outs, carry-overs, and re-runs of 1957 models, with buying of 1958 merchandise generally limited to sampling. Light early buying reflects the fact that dealers and independent distributors are more concerned over potential price instability than the possibility of a summer shortage. Finally, and in spite of

all, the success of the season is again in the lap of the weather gods.

Even in usually weather-proof Miami, spring sales have been slow in gathering momentum, coming off the roughest winter in years. More than once, mercury dipping into the 30's froze reverse-cycle units not equipped with defrosting elements, putting an air of consumer wariness into a market already weakened by a tough tourist season.

One Miami wholesaler reports air conditioning dealers in this cut-or-be-cut market running a trifle scared, buying like kids at a penny candy counter, letting distributors do their stocking for them until price trends become clearer. This distributor reveals that his manufacturer, like others, is busy clearing carry-over, and has restricted shipments of 1958 merchandise to portables, after having introduced an eight-number new line.

Here and there, eager dealers reached for early-season sales. An Atlanta department store greeted February with a pre-season dump of units up to the ripe old age of three. Sample: a one-ton name brand for \$128. Competition came in with the sale of equally big name '57 merchandise (½-ton thins, \$148; one-tons, \$188).

In Birmingham, a department store was kicking out 1957 one-tonners at \$149.95 from freshly-bought stock. A Birmingham independent got his air conditioner operation off the ground in January by promoting a one-ton leader carry-over at \$158. This was \$4 below cost, but the pain was alleviated by the fact that only four of the leaders got away, while unit sales for the month hit 45 plus 15 probables. This dealer's fairly-typical plan is to stay with carry-overs until about April 15, then switch to new merchandise and pray for heat.

The potentially-chaotic price situation has a Charlotte distributor congratulating himself for having kissed off the room air conditioner business this year. Conversely, another distributor in the North Carolina city is plunging into the season with great confidence. Prime reason: his manufacturer has marketed a half-ton, 60-pound portable which could get hot. Technically open-priced, the unit can be advertised for \$99.88 and sold—with excise, delivery, and warranty—for \$129.95, says the wholesaler.

With an exception or two, buy-back has become passe throughout the South. Most dealers would like it, though some prefer to base buying on their market knowledge alone. Ask most distributors about buy-back, and they begin discussing "dealer responsibilities," but a few are offering plans.

Among dealers, gross and net continue to go their separate ways for the most part. Against 1957 figures, many reported steady or rising volume in January and, in the case of fiscal years, for

(Continued on page 18)





# Big KICK for sales!

Kitchen Modernization Promotion—a coordinated merchandising program sponsored by SUCCESSFUL FARMING in 1958.

Offering dealers two idea-packed selling tools... "Planning Your Farm Kitchen" film strip (\$9.95) and Farm Kitchen Ideas Booklet (\$12.50 per hundred). Dealers buying either of the promotional aids receive free listing as an Authorized Kitchen Ideas Center in the September issue of SUCCESSFUL FARMING—plus package of display materials.

Already 700 dealers are participating—documentation of the importance of farm families as select customers for new appliances and kitchens today.

SUCCESSFUL FARMING's filmstrip and Kitchen Ideas Booklet are good to enlist the enthusiastic support and cooperation of home economists, schools, utilities, and manufacturers. Dealers working through women's clubs are holding meetings and open houses, with entertainment and prizes—are bringing thousands of farm housewives to inspect new kitchen equipment and appliances.

As one dealer commented, "the results of this promotion will last for years. Many women got the incentive and inspiration to do over their kitchens, and will realize their wants in time."

Other dealer comments were:

"400 women present at this meeting...we know of five units sold as a direct result..."—Van Gorp & De Kock, Oskaloosa, Iowa

"Open house held during the afternoon developed good leads, and the evening meeting for the Woman's League was very successful."—Merit Lumber Company, Allentown, Pennsylvania

"We can definitely trace the following sales: 2 ranges, 1 automatic washer, 1 home freezer, 1 water heater...\$1200 in extra sales."—Clay Co. Skelgas Service, Spencer, Iowa



Successful Farming Home Equipment Editor Ruth Krustev talks new ideas with interested homemakers.



Van Gorp & De Kock show the SF Kitchen Film Strip to women club members in the Legion Hall, Oskaloosa, Iowa.

"Presented your film on kitchen remodeling for Central Lumber Company of Howard Lake, Minnesota...to about 4,000 people...and at thirteen managers meetings with wonderful success..."—Carr-Cullen Co., Minneapolis 13, Minn.

"A farm couple came in to ask for aid in remodeling their kitchen...because they had seen our store listed in SUCCESSFUL FARMING magazine."—Andersen Furniture, Charles City, Iowa

"At rural club meetings of farm women...we have used your filmstrip...with excellent response."—Hanson's Furniture, Worthington, Minnesota

"Out of our last ten package kitchen sales, four have been to farm homes...Your promotion fills a real need..."—Colbert's, Champaign, Illinois

"Rural market extremely important...our Kitchen Division certainly could well work into this promotion..."—Roth Appliance Distributors, Milwaukee, Wisconsin

"Your terrific merchandising program...extremely important to the morale of the dealer as well as his volume."—Major Appliance Company, Omaha, Nebraska

"Found ready acceptance on the part of the utilities to put the film to use in their kitchen planning series...feel that farm families...are one of the most important sales potentials that we have."—Major Appliances, Inc., Milwaukee, Wisconsin

"Expect to include the SUCCESSFUL FARMING kitchen planning story as one of the feature demonstrations...attendance between ten and fourteen thousand..."—Monongahela Power Company, Fairmont, West Virginia

"Looks now like we will have to reorder on farm kitchen booklet to keep our men supplied. They find it very helpful in their selling."—Wisconsin Public Service Corporation, Green Bay, Wisconsin

"Using this program...in our coming Sales Clinic for our own personnel..."—Iowa Southern Utilities Company, Newton, Iowa

"Showing of your filmstrip...will continue through the summer...at meetings and in our store."—Foster Furniture Company, Algona, Iowa

SUCCESSFUL FARMING families are some of your best prospects. They are rebuilding and remodeling homes, installing new heating equipment, bathrooms, kitchens, every labor-saving device. They use and need the kitchen more than urban families.

They have the money—their average cash incomes (from farming only) has been in excess of \$10,000 a year for more than a decade.

They not only read but believe in SUCCESSFUL FARMING—because for more than fifty years it has helped them live better, save work, and earn more—has more influence in its market than any other medium.

The new 1958 Farm Kitchen Modernization Promotion is now ready. More than 700 dealers have bought it. They will build millions of dollars of new appliance business for big city as well as small town stores. And the listing of your store in SUCCESSFUL FARMING will focus interest and inquiries on you.

Phone, wire or write for details to SUCCESSFUL FARMING, Department AP, 1716 Locust Street, Des Moines 3, Iowa.



## Successful Farming

# trends

## REGION BY REGION

the first quarter. But nets showed no such vitality. One Miami dealer found himself about 5 percent ahead dollarwise for the past 11 months, but some 20 percent down in net. This he chalks up to overly-sharp price competition fostered by too many specials from manufacturers, builder sales, too many franchises, and too-few sales and product-training meetings.

**A serious slowdown in textile manufacture has hurt North Carolina** (in one textile town five major mills have suspended production), while lean crops and factory lay-offs estimated at 25 percent have partially hobbled the economy of Mississippi. Harried dealers in both states are hoping for an upturn within two or three months.

**Overall, television again took bestseller laurels**, as retailers in New Orleans, Memphis, Atlanta, and Jackson, as well as distributors in Charleston, Miami, and Birmingham, all placed it first. Though most of the action was at the low-end, TV prices remain generally firm. Portables have shown considerable strength, though dealers aren't especially happy about it. In most areas, 14's were hotter than 17's.

**Briefly, hi-fi has held up well since Christmas for dealers in several south-**

ern states, and continues to remain a pretty clean business. Refrigerators haven't been moving as they should, particularly for independents in Charlotte, Birmingham, and Atlanta. Freezers continue to hibernate.

## THE GREAT LAKES

**A court decision sparks a price war . . . Unusual promotions catch the spotlight . . . Color TV improves in Cincinnati**

**A** RECENT Ohio Supreme Court ruling that no dealer not signing fair trade agreements could be held by the manufacturer to fair trade prices touched off a minor appliance price war in Cincinnati last month. Although Youngstown and Dayton reported flurries of price cutting, no other area in the Great Lakes region was affected so drastically or for such a prolonged period, as was Cincinnati.

Sensational advertising by one of the major department stores touched it off. "It hit like a bombshell," said one appliance dealer. "All of a sudden we were right in the middle between the department stores and the distributors." Merchandise was selling as low as 25 percent below cost. Advertised prices for \$19.95 items crashed to \$8.99.

Small appliance dealers found they couldn't compete with the large stores, whose prices were used mainly as lures to get the people in the stores.

And get them in they did. One ob-

server estimated up to 1,100 people in line at the appliance counter of one department store. At another store, lines formed 90 feet long and 12 people wide.

Distributors took advantage of the tremendous market to reduce their inventories. Within 12 days, they sold all existing stock and had to scour the area to replenish their stock to meet the heavy consumer demand.

**What was the effect of this price slashing on the Cincinnati market?** One dealer conservatively estimated the loss suffered at \$15,000. But the long range effect was even more discouraging. Dealers are fearful that the small appliance market for these traffic items has been glutted.

"People either stocked up on all their needs at this time or are waiting for further price cuts," another retailer complained. "We haven't had a buyer since the break first came."

**The Ohio court ruling hurt the Youngstown and Dayton areas, too.** Dealers in these areas again couldn't compete with the large department stores who made the drastic price cuts.

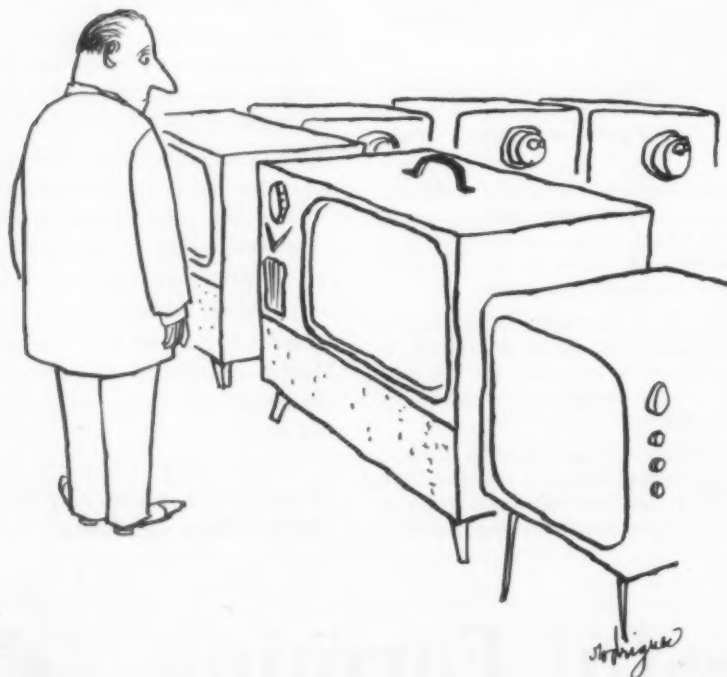
A Youngstown dealer said his business was off 30 percent from last month. "And I thought last month was bad," he said. "A thing like this hurts any community. Our profit margins are way down already, and when the customer expects you to sell at cost or he'll go somewhere else, then where are you?" This from a Dayton dealer in business for 30 years.

**Odd promotions had their part in the Great Lakes region this month.** A Canton, Ohio, store is offering a three day all expense paid honeymoon trip to Niagara Falls as part of their promotion, and a Reading, Pa., dealer successfully used the lure of the big top to sell appliances. The dealer heard of a side show about to go on the road and tied up the carnival with a sales promotion. Circus music was piped outside from the store and barkers invited passersby to "Hurry, hurry, hurry . . . see real live wild animals and real live salesmen making wild deals." Major appliance sales resulting from this "monkey business" were tremendous.

**Laundry equipment, usually the bright spot during this season, is falling off.** Automatic washers are down six percent in the Dayton district, 13 percent in other areas. Television sales are down with some areas reporting a drop of as much as 23 percent.

Cincinnati, this time reporting happier trends, says that color TV sales have skyrocketed since a local station began programming three to four hours of color besides the regular network productions daily. Dishwashers went way up in the Cleveland area—up some 20 percent.

(Continued on page 22)





## AGAIN FRIGIDAIRE DEALERS

# Lead The Parade

WITH



Something wonderful is happening in the clothing world—and it all spells terrific new sales opportunities for Frigidaire Dealers.

New miracles in fabric chemistry, new industry standards in tailoring have created new wash and wear clothes that can be truly, completely *automatically* laundered at home.

Yes, in everything from diapers to dinner jackets, the word is *automatic* wash and wear—and the sales increases are staggering!

Textile mills and garment makers are now backing this event — promoting it at every level with the greatest introductory campaign in apparel history!

And Frigidaire Dealers are again in the spotlight.

With the foresight of leadership, *Frigidaire is in on the ground floor of this multimillion-dollar clothing promotion* — teamed up now with a fully coordi-

nated and comprehensive selling program aimed primarily at today's and tomorrow's wash and wear customers.

Frigidaire has both product and price to attract this traffic in droves — namely, *America's lowest-priced matched Automatic Wash and Wear Laundry Pair* featuring the Rated No. 1 Washer plus the new Wrinkles-Away Dryer, the all-fabric dryer with a special flair for handling wash and wear.

Add to that a host of other famous Frigidaire selling pluses — like style-pacing New Sheer Look — Plus — exclusive Automatic Dyeing — Color sold by Frigidaire at the Price of White—3-Ring Agitator—Built-In SudsWater-Saver—and there you have it, the bone and marrow of another sensational washer-dryer sales event—designed to boost the business of every Frigidaire Dealer, regardless of size or location.

More Proof that Now as Ever—

# FRIGIDAIRE is on the march



Frigidaire—Built and Backed by General Motors

No extra salesmen! No increase in overhead!



# THOMAS HI-FI WITH AUTO



**A FINE  
ORGAN!**

Combines famed Thomas versatility with thrilling *true organ tone* and exclusive Dial-A-Tone Controls for thousands of new effects in popular, classical or church music. For **A NEW THRILL** put a record on the hi-fi phonograph and play "solo" with the orchestra on the record!



**A HI-FI  
PHONOGRAPH!**

The new Thomas Hi-Fi Combination gives all the clarity and beauty of true high-fidelity reproduction. 360° stereo-type enclosure has 4 matched speakers and cross-over network. Amplifier gives 20 watts of peak power. Fine 4 speed automatic changer, two jeweled needles!

**COMBINES BOTH BIG TRENDS IN HOME ENTERTAINMENT!** New Thomas Hi-Fi Combination is a "natural" for today's market—You know about hi-fi. But did you know that electronic organ sales have multiplied 7 times in the past 5 years?

*In this dynamic business, Thomas has jumped to #2 spot in just two years!* Reasons: Thomas builds consumer demand into every organ. Because of exclusive patents, we can price them well under comparable organs!

Thomas normally sells through the music trade, but franchises are available to aggressive specialty dealers. If you can merchandise and sell, *our way*, we may be able to offer you the hottest deal in home entertainment today!



**NO COMPETITION FOR FULL MARGIN ON \$795 SALE!** The new Thomas Hi-Fi Combination is exclusive from the Thomas Organ Company. *No one else makes a comparable instrument.* As a franchised dealer you have no price competition...sell at full retail. No cut prices. Thomas closely held franchise organization means real profit-protection!

**SELLS ITSELF ALL DAY AT NO COST TO YOU!** Simply plug it in. The Thomas Hi-Fi Combination special demonstration record attracts traffic...holds interest...produces prospects! No increase in overhead. No increase in payroll.

**ALL-ELECTRONIC—NO SERVICE HEADACHES!** Thomas Hi-Fi Combination is all-electronic—factory quality-controlled for long service life. Completely guaranteed. Uses standard components throughout!

**CALL • WIRE • WRITE FOR COMPLETE Thomas® FRAN**

**THOMAS  
ORGAN  
DISTRIBUTORS**

ALLIED APPLIANCE CO.  
Boston, Massachusetts  
D & H DISTRIBUTING CO.  
Baltimore, Maryland  
DAY MUSIC CO.  
Portland, Oregon  
FOSTER-SILVEY CO.  
Atlanta, Georgia

HOLLANDER & CO.  
St. Louis, Missouri  
IGOE BROS.  
Newark, New Jersey  
KEYBOARD DISTRIBUTORS  
Los Angeles, California  
LONE STAR WHOLESALERS  
Dallas, Texas

LONE STAR WHOLESALERS  
San Antonio, Texas  
N.Y. ORGAN DISTRIBUTORS  
New York, New York  
PEIRCE-PHELPS  
Philadelphia, Pennsylvania

ROTH APPLIANCE  
DISTRIBUTORS  
Milwaukee, Wisconsin  
RADIO EQUIPMENT CO.  
Indianapolis, Indiana  
ROYCRAFT COMPANY  
Minneapolis, Minnesota



A sure-fire increase in net profit!

# COMBINATION MATIC SALESMAN!



A full year's lessons; simplified so anyone can play tunes on the organ. Just put record on changer, and play right along! Course includes full instructions, 4 LP records (48 lessons) in gold and white album. A \$50 value, yours at low factory cost as the "clinch" to a \$795 Thomas Hi-Fi Combination sale!

**NO STUDIO—NO TEACHERS REQUIRED!** No need for a costly teaching studio in your store. And any customer's fear of tiresome lessons or endless practice eliminated by exclusive built-in teacher-record album.

**TRAFFIC-BUILDING ADVERTISING MULTIPLIES PROFITS** by promoting the new Thomas Hi-Fi Combination in national magazines, on television and radio. Builds traffic for you! *Liberal co-op advertising allowances.*

**ANOTHER "RETAILING REVOLUTION" FROM THOMAS**—specially designed for aggressive, merchandising-minded retailers who can qualify for Thomas franchises. A sideline that is becoming a profit-making *headliner!*

## CHISE INFORMATION

THE SAMPSON COMPANY  
Chicago, Illinois

SUPERIOR DISTRIBUTING CO.  
Kansas City, Missouri

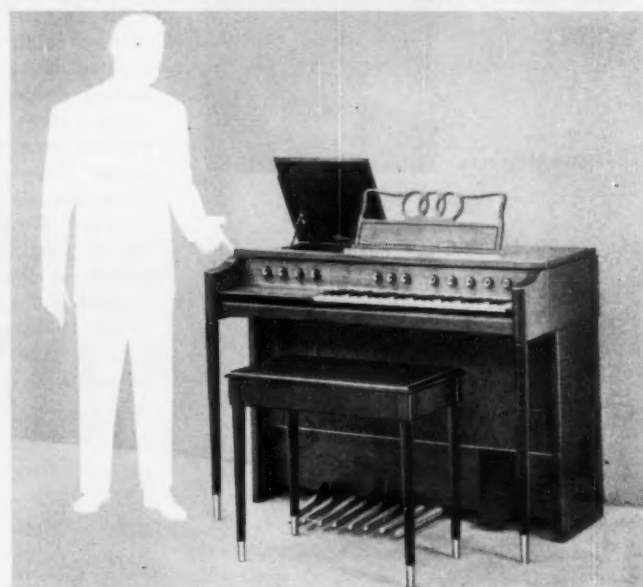
TEMPO ELECTRONICS  
Denver, Colorado

VANGUARD DISTRIBUTORS  
Cleveland, Ohio

WM. F. WINSTROM  
ORGAN SALES  
Holland, Michigan

MERCURY IMPORTING  
& DISTRIBUTING CO.  
Winnipeg, Manitoba, Canada

- ★ Demonstrates Itself!
- ★ Sells Itself!
- ★ No Special Salesmen!
- ★ No Studio Needed!



### THE AUTOMATIC SALESMAN DEMONSTRATES AND SELLS FOR YOU!

Just put the special self-selling record on the phonograph. Customers get a full demonstration of the instrument's capabilities—thrilling organ, true hi-fi reproduction *plus* both heard simultaneously! Your sales force can concentrate on merchandise that needs personal salesmanship—the new Thomas Hi-Fi Combination will *sell itself!*

**Thomas**® ORGAN CO.,

Div. of Pacific-Mercury Corp.  
8328 Hayvenhurst Ave., Sepulveda, California

Rush complete details on a Thomas franchise!

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# trends

## REGION BY REGION

Dealers aren't advertising much this month. As one Cleveland distributor put it, "When business is good, you advertise and make it better. When it's bad, you're just throwing your money away if you advertise in a big way." Another Dayton dealer said that advertising costs were prohibitive in a time of small volume and tight profit margins.

### THE FAR WEST

By Howard Emerson



**Western dealers see pickup in profits in '58, but will keep inventories down... Washers, kitchens head up**

**T**HE mirror of the future for home goods in these parts at this time is dealer-distributor action and attitude at the Western Market in February. Attendance-wise, both the Los Angeles and the San Francisco Winter Markets took a jump over 1957.

Appliance-TV dealers from almost every section of the Far West were in San Francisco for Market Week—even if most of their time was spent with distributors in various sections of the city. Drawing many of them to the Western Merchandise Mart was not the few appliances shown, but the need to buy short lines of furniture, particularly patio furniture and barbecue equipment.

An encouraging outlook for the rest of 1958 was foreseen by most observers. A visiting appliance manufacturer, who had spent the previous week with dealers and distributors around the Far West, told **ELECTRICAL MERCHANDISING** "We can't go anywhere but up. Everyone I talked to in the field feels this is the bottom of the recession in our industry. And I think we've learned a lot in coming down to the bottom—we're all going to make more money as we go up. It won't be a volume race again—it will be a profit race, and that is a race in which everyone can come in a winner."

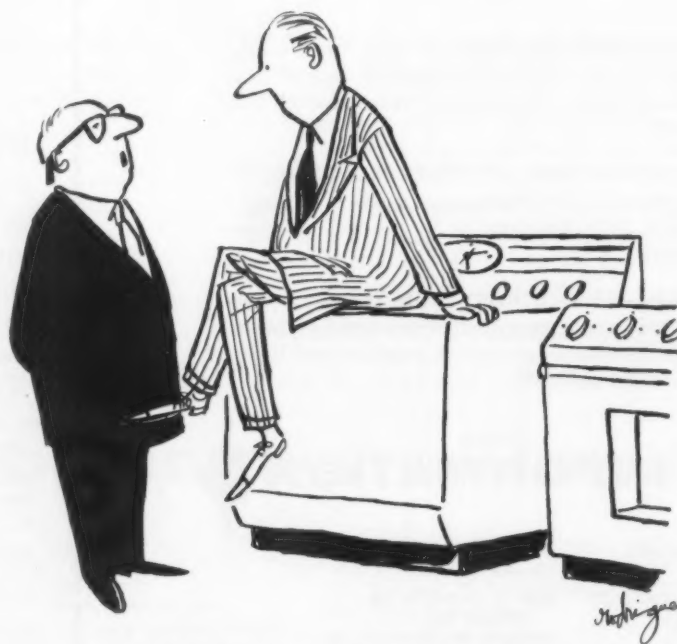
**More profit for appliance-TV dealers will result in the not-too-distant future** from a changed attitude by manufacturers, two industry association executives said. "1957 showed most of the manufacturers that they couldn't exist long by putting all their efforts behind the volume accounts. They have seen now how quickly these mass merchandisers are affected by the slightest change in the economy. They've seen how much they have lost by not having a steady business from a stable of independent dealers," said one association head. "I give the manufacturers one year—by that time we'll see a complete change in policy toward dealer outlets. There won't be a continuance of this favoritism that has been giving all the special buys and most of the cooperative advertising money to a few so-called volume outlets..."

Appliance-TV dealers expressed some definite ideas about the future, when interviewed during the San Francisco Market's "Bonanza Night". **Short orders will make distributors' shipping departments the busiest spot in the industry** during the coming year, if dealers follow through with the intentions avowed toward maintaining small inventories. "My inventory right now is \$17,000," one San Joaquin Valley dealer boasted. "Last February when I came here to the Markets my inventory was \$46,000. And I am getting along fine—can get anything I need overnight. And I am taking my discounts." However, all dealers are not taking their discounts. In fact, a **consensus of distributors shows that dealer payments are currently very slow**. When asked about the distributors' contention that most dealers are running 60-90 days or more, a spokesman for some of the

dealers had this comment: "Sure, we are slow, but it isn't all our fault. More than 1/3 of our business is on open account and even our best customers are not paying us regularly. And we don't want to put the pressure on many of these customers because we realize it is only a temporary thing with them. But in the meantime we are having trouble getting together enough cash to meet our bills."

**Comebacks are seen this spring for both washers and dryers**, according to dealers at the Western Markets from several far flung sections of the Far West. "That drop in sales last year wasn't because women didn't want or need laundry equipment—it was just fear that made them hold off," a Northwest dealer stated. "I think a lot of those women won't be able to hold out much longer, so we should have a good pick-up in laundry business by April."

The possibilities for profits from the kitchen re-modeling business was very much in evidence in the conferences between dealers during the markets. But the real emphasis comes in the news from San Diego. There the recently completed "kitchen modernization clinics," sponsored by the Bureau of Home Appliances were so successful that they will be repeated again this spring. And, for the big punch—a spectacular "parade of kitchens" will be a featured event at the Bureau's Spring Fair, April 22-27. Nine manufacturers, distributors and dealers will exhibit complete kitchens side by side on an 180 foot corner section of the exhibit hall. The promotion to be put behind this parade of kitchens may boost attendance close to the 200,000 mark. *End*



"ACCORDING TO DUN AND BRADSTREET, APPLIANCE SALESMEN WHO SIT ON ELECTRIC RANGES HAVE POOR EMPLOYMENT RECORDS!"



# BEAT THE PROFIT SQUEEZE

## or The Secret of the Vanishing Profit Margin



We hear many complaints in the trade about the shrinking profit margin in appliance selling. More and more dealers are looking toward lines that give them the opportunity for full margin—and that is exactly what Blackstone offers you. Consider the advantages of a line that you can sell on a quality basis—and at the same time earn full profit margins!

**Blackstone has the quality you can sell at full margin**

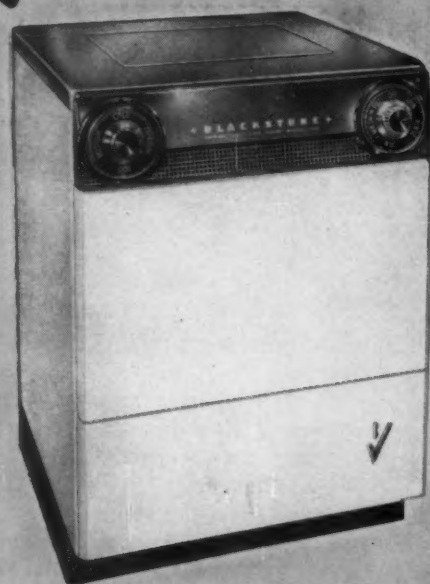
The entire Blackstone line has advanced design, soundly engineered construction and excellence of workmanship that lets any salesman worth his salt go to work. Show prospects the stainless steel, inside and out, on a Blackstone. It's more than just pretty. It's serviceable,

stain-resistant, rust-resistant, chip-proof, lasts longer. Point out the tangle-free, tapered tub design of a Blackstone, its infinite temperature selection, its basic worth as a sound home investment. Above all, bring out its efficiency in washing clothes clean and sweet—without re-use of any water. And don't forget to stress the serviceability of Blackstone — *with the lowest service cost in the industry.*

**Blackstone helps you sell to the top, too!**

A well-balanced line (without large inventory) makes trade-up easier when you sell Blackstone. Each model has high margin without price padding. An exclusive franchise protects your sales area, and there's plenty of hard-selling sales material to help you and your sales force make sales.

*Here are some important clues to better laundry business*



- fully automatic
- stainless steel top and tub (also available in white silapon)
- vibrationless
- tapered, grooved tub design
- proved agitator action
- scum-removing flush rinse
- infinite water temperatures
- Flex-A-Trol dialing
- efficient lint filter
- direct, mechanical control
- Red Petticoat accessory

Here's your top money-maker from Blackstone . . . the new Royalist washer. Its recognized value commands the price that affords you full margins . . . puts you into the rapidly expanding value market.

Blackstone offers a full laundry line . . . there's a feature-packed model for every prospect.

*next ad*

see the clues on Blackstone's matching Royalist Dryer.

*Join the Force*

distributorships and dealerships available  
clip this coupon for further information

BLACKSTONE CORP. DEPT. M5

1111 Allen Street, Jamestown, New York

Show me how I can make more money with Blackstone

Name.....

Company.....

Address.....

City..... State.....

# Blackstone

*America's oldest washer manufacturer*

SINCE 1874



Smart looking displays of electric appliances are located where they will attract customers, stimulate store traffic. Here, Graybar Appliance Sales Manager Fred Meyer and store merchandise manager Richard Erlanger discuss merits of work-saving kitchen items.



Timely promotions hold old customers and make new ones. The Katz Company maintains a modern, spacious store, and features fast-selling electric appliances in well lighted display cases.



What's new in the field? This is a favorite subject of discussion between Fred Meyer and Richard Erlanger. Like most Graybar Salesmen, Fred's long experience with the products of many manufacturers makes him a prime source of ideas and suggestions.

## "Graybar service and assistance is invaluable in building our appliance sales"



Richard Erlanger has been a member of the S & N Katz Company for 10 years, Merchandising Manager for the past two years. He particularly likes the frank, friendly assistance rendered by Graybar personnel. His present Graybar salesman, Fred Meyer, has been serving the Katz Company over six years.

says: Richard Erlanger, Mdse. Mgr.  
S & N Katz Company  
Baltimore, Maryland

"Although we're known primarily as jewelers, we do a brisk business in electrical housewares. Our customers are unusually discerning. They have an eye for quality merchandise and a high regard for brand name items.

"That's why we do business with Graybar. Graybar is our most convenient, single source for the nationally advertised electrical appliances that our customers know and want.

"Sunbeam, Toastmaster, Universal, G-E Telechron, are only a sampling of the famous

brand name appliances furnished us by Graybar.

"Naturally, ordering from a single source saves us a lot of paper-work and confusion. And as we've learned to rely on prompt Graybar deliveries, there's no need for us to carry a heavy inventory.

"I like Graybar's personalized service. Our Graybar Salesman calls regularly. He keeps me up to date on new products, prices and promotions. In a competitive business like ours, I find this kind of service and assistance almost invaluable."

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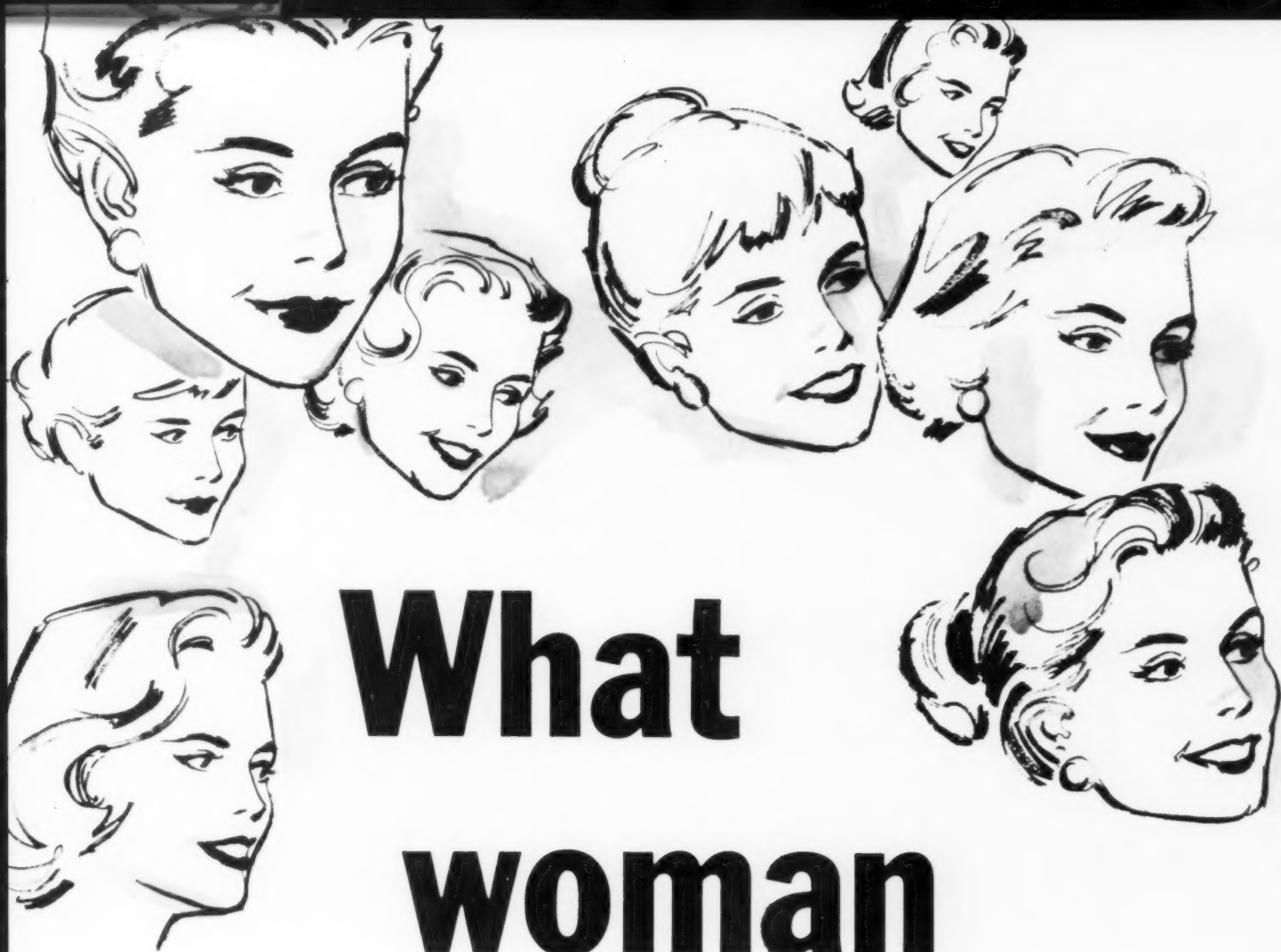
Your Customers **WANT** the popular appliances...

GRAYBAR ELECTRIC CO., INC.  
Executive Offices:  
Graybar Building, 420 Lexington, Ave., New York 17, N. Y.

recommended by  
**Graybar**

IN OVER 130  
PRINCIPAL CITIES





**What  
woman**

**can resist this  
PRE-SELL?**



MILLIONS OF PROSPECTIVE BUYERS WILL SEE



BUYING A NEW APPLIANCE, REMODELING, BUILDING, PLANNING FOR TOMORROW? **LOOK FOR**

In your kitchen, in your laundry area—and in your living-room, too—Hotpoint can make every day of living easier and happier. For the finest in quality appliances, for ultramodern built-ins, for the best in television enjoyment, it pays you in lasting satisfaction to Look for that Hotpoint Difference

# Hotpoint



HOTPOINT CO. (A Division of General Electric Company), Chicago 44



THIS AD IN LIFE MARCH 31

ADVERTISED IN

LIFE



## THAT HOTPOINT DIFFERENCE

**REFRIGERATORS** . . . be sure you look at the new 12-cubic-foot two-door that stores more foods of *all* kinds, fresh and frozen, than any other major brand of comparable size. See the exclusive Roll-It-Out feature, too.

**ELECTRIC RANGES** . . . see their wide and wonderful new Super Ovens, their automatic pushbutton flavor controls for ovens, broilers, and top of the range. Exclusive Thawer Oven for fast-thawing frozen foods.

**WONDERINSE WASHERS** . . . discover the big difference in the wonderfully softer washes you get, automatically, for all fabrics. See the full-time, built-in lint filter, and all-porcelain finish inside and out.

**CLOTHES DRYERS** . . . look at the drying flexibility you get with fingertip pushbutton control, precision electric timing—"set it, forget it" drying for all fabrics. No venting needed for sealed-chamber models.

**THE "COMBO"** . . . the automatic washer that also dries your clothes. Takes the space of one appliance, but does all the work of two. See this fully automatic washer-dryer combination, the new all-in-one home laundry.

**DISHWASHERS** . . . look at the new Utensil Cycle for hard-to-wash cooking pans . . . at new 2-level washing and rinsing that gives you spotless results. Undercounter models and full-sized convertibles on wheels.

**HI-VI TELEVISION** . . . see the sleek and slender new profile that takes so little room space, new "Miracle Memory" fine tuning, the brilliant new 110° "Mirrorbeam" picture tube, vivid new 3-speaker Hi-Vi sound.

**AIR CONDITIONERS** . . . new dimensions in air conditioning for home and office, beautiful new styling to fit every kind of window. Look at the new Power+Plus portables—from carton to cooling in five minutes.

**CUSTOMLINE BUILT-INS** . . . the ultimate for today's all-electric pushbutton kitchens. Look at your many choices in ovens, surface cooking sections, refrigerators, upright freezers, and dishwashers.

**AND SEE** your Hotpoint dealer's selection of **FOOD FREEZERS**, in both chest and upright models, **DISPOSALLS®**, the electric food-waste disposers, and the new Perma-Seal automatic electric **WATER HEATERS**.

**When Product Superiority  
is Backed by  
Powerful Advertising—  
The Result is  
More SALES for Dealers!**

**Hotpoint Dealers' profit opportunities  
are greater than ever before...**

**If you're not a Hotpoint Dealer—you should be!**

**Hotpoint**  
LOOK FOR THAT DIFFERENCE! *(your customers do!)*

HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44, ILLINOIS

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • COMBINATION WASHER-DRYERS  
CUSTOMLINE • DISHWASHERS • DISPOSALS • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • TELEVISION



# MORT FARR SAYS: You Can Sell More Air Conditioners

**R**OOM air conditioners now account for approximately 11% of total major appliance dollar volume and many dealers do as much as 20% to 25% of their yearly volume in window units. That's why it's important to learn to sell air conditioning in even greater volume and at more profit.

**START IN THE SPRING.** Traditionally, this is a seasonal business which the industry has tried to adapt to a year-round business—without too much success. However, it is important to get ready for the big push and any units sold pre-season may be treated as "plus business." It is essential that a dealer establish himself in the public mind as the place to buy air conditioners before the hot season. Dealers who are successful advertise extensively, stock and display in quantity, and are prepared to install in volume when the weather gets hot—which it always does, though in varying degrees and for varying lengths of time. To be big in air conditioning, you must go after it big. The time to start is early in the spring. Actually about 30% to 40% of yearly retail volume is done in March, April and May, which almost equals the volume done in the hot months of June, July and August.

To get this early volume, there must be a plan and we have to give the public a reason to buy early. For this year, as in many years before, the reason is last year's models—at "never-again" prices. There can be much appeal in this approach and a lot of early buying can be stimulated with well worded ads.

**ASK QUESTIONS.** Room air conditioners should be displayed in various types of installations, showing the different kinds of windows. Displays are essential to show how a unit looks and to point out features, but the most profitable selling can be done in the home. This is particularly true in the selling season when people are shopping for price. When a customer asks for a particular make and model, or how much is a  $\frac{3}{4}$  ton air conditioner, this should be the salesman's cue to qualify him. If you quote your price and you are a few dollars high—and the chances are you will be—you have probably lost a customer. Start by asking a few questions, such as: where are you going to use the unit—bedroom, living room, or other . . . what is the size of the room. He may know the answers to these questions, but then ask: is it a



Mort Farr, Upper Darby, Pa., dealer

double hung or casement window . . . what are the dimensions of the window . . . is the window sill capable of supporting the weight . . . would you like it installed all inside of the room, or all outside, or part way in. Be sure to tell him the importance of proper mounting to get rid of the moisture. Then get into the electric story: is the outlet close enough . . . does it have adequate capacity . . . is the unit 110-volt or a 220-volt one. Find out if they have 220 in the house if the unit requires it. Tell them you would rather make a free survey than to just take an order. Impress the customer that this is one item that you can't buy on price, it must be selected to do an adequate job on the hottest day, under maximum load, or it is useless to them.

**GET IN THE HOME.** Make an appointment to go to their home. When you are in the home, price is not so important. They appreciate the attention and look on the salesman as an authority if he talks like one. He can know what size unit is required as soon as he walks in, but if he will measure, talk exposure, ask if the room will be occupied only at night and by how many people, ask about insulation and if the room can be closed off, then the customer will be attracted to the particular unit the salesman advises him to buy.

On phone calls and inquiries for price, the same procedure can be used. Try to make an appointment in the home. Our most successful salesman takes along an electrician to make an estimate on the

usually needed electrical work. He doesn't have to wait to give the customer a complete estimate on actual installation cost. In season, we keep several independent electricians busy and finance this work, along with the unit if necessary, for the customer. This year 50% or more of sales will be in one ton units. These can be either 110-volt hi-amperage units, or 220-volt units. The 220-volt units have greater cooling capacity, so if the 110-volt socket is not capable of handling the  $10\frac{1}{2}$  or more amperes of a 110-volt unit, and you have to install a receptacle, it is better to recommend the 220-volt unit. Find out if there is 220 in the house (and most new houses do have it); then the labor is the same and you can actually use a smaller wire, the unit pulls less current and operates more efficiently on a 220-volt line.

**SELL PERFORMANCE.** There are a number of things to stress to help sell more units. The obvious one, of course, is cooling in hot weather. We have overcome all other elements and would not think of being cold in winter . . . so why not be comfortable in summer? There is the story of humidity, and the fact that you would feel comfortable and it would be healthier even if the temperature did not drop at all in the room so long as you removed the humidity. Talk other health features, show a dirty filter and demonstrate how these units remove the dust and dirt from the air. Demonstrate how these filters may be used with the fan only to bring in clean outside air. Talk about less cleaning with the windows shut and less noise, particularly for someone who has to sleep in the day time.

**PROFIT ON SERVICE.** There is profit in installation work of room units at going rates, and don't overlook the fact that this is one of the few items for which we charge extra for installation and service. There is also money to be made in the sale of filters, which brings prospects for additional units into your store. We advertise a Spring Check-Up for \$7.95 which includes cleaning, oiling, leveling, re-fastening, caulking and the installation of new filters . . . and do hundreds of these specials each year. We also solicit our customers and others to let us remove room units in the winter, take them to our shop, clean them, install filters, store them, and re-install in the spring for \$35. End

**What a HIT!**

Praised by architects, builders, distributors, dealers and consumers from coast to coast!

**What a PRODUCT!**

The smoothest design of any new smokeless-odorless home incinerator on the market.

**What a MARKET!**

Home owners everywhere want it! Smoke abatement codes approve it! Big utilities are promoting it!



**Majestic**

30 years  
of **FIRSTS**  
in  
Incinerator  
design!

## SMOKELESS-ODORLESS GAS INCINERATOR

Loudly acclaimed wherever shown! Fully accepted by smoke abatement committees all over the country! Long since approved by the toughest smoke-and-odor detectives of the American Gas Association and municipalities! It's today's most wanted appliance, loaded with benefits for the modern, sanitation-minded home owner!

Honestly, Mister Appliance Dealer, the market is waiting for you! So act now! Contact your distributor or the Majestic Company, as many other dealers are now doing.

Exclusive distributorships are now operating in most market areas, but a few good territories are still open. Write, wire or phone today!



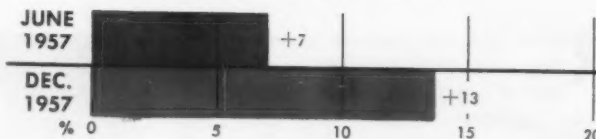
TODAY'S MOST COMPLETE INCINERATOR LINE—  
ELECTRIC—GAS—FUELLESS! 10 MODELS IN ALL!

The **Majestic** Co., Inc. 473-A Erie St., Huntington, Ind.

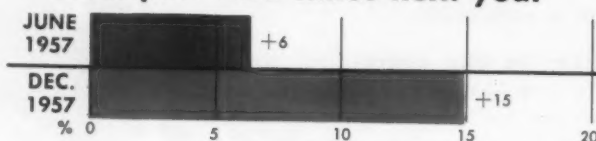
## economic currents

COMPARED WITH A YEAR AGO  
MORE CONSUMERS SAY THAT...

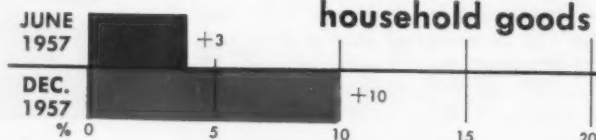
... they feel worse off ...



... expect bad times next year



... and feel it's a bad time to buy household goods



## What's Behind Current Consumer Uncertainty?

By the McGraw-Hill Dept. of Economics

CONSUMERS are beginning to feel almost as gloomy as Wall Street did a few months ago. This was made clear in a report on consumer attitudes recently released by the Survey Research Center of the University of Michigan. A shift in consumer attitudes to the pessimistic side will have important bearings on the direction of our economy in the months ahead.

This survey points to three major conclusions about how consumers feel: (1) consumers have become more pessimistic, (2) consumers are gloomier about national business trends than about their own personal finances, and (3) their pessimism is directed more toward what has been happening than what they think will happen to their own finances and to the price situation.

**INTENTIONS.** Of major importance to the appliance dealer are consumer buying intentions. The survey shows that plans to buy household appliances and to make home improvements or additions have not declined over the past year. But these intentions had already fallen during 1956. And these intentions turned out to be pretty close to what happened—appliance purchases in 1957 were slightly below 1956.

But consumers have lost their enthusiasm for buying other goods. Plans to buy new cars are somewhat lower than either in late 1956 or 1955, and much lower than 3 years ago. Plans to buy used cars have also dropped off. Even plans to buy new houses have dropped from the year-ago level.

This decline in intentions to buy houses and durable goods has resulted from the unfavorable economic news

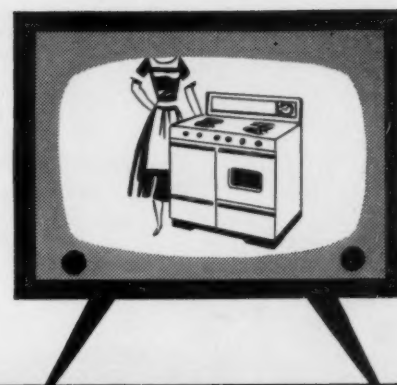
(Continued on page 32)





**National Magazine Advertising** is bringing Caloric's "home automation" story to your customers in Good Housekeeping, New Homes Guide, and Home Modernizing.

**National Television Shows** are giving Caloric products extensive exposure. You'll see them on seven top network TV shows: The Big Payoff • House Party • Treasure Hunt • Truth or Consequences • Beat the Clock • It Could Be You • Bride and Groom. These shows reach a total of more than 50,000,000 homes.



# Caloric® spring promotion heralds home automation

**Local Advertising Material** on Caloric and "home automation" is available for your use. It includes everything you need for a complete, coordinated campaign:



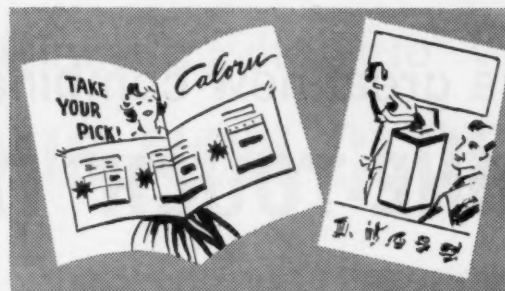
Animated TV Commercials (one minute and 20 seconds). Radio Spot Announcements (one minute and 20 seconds).



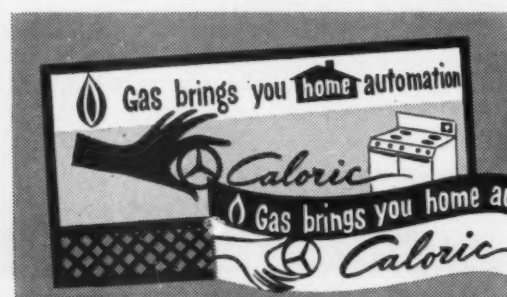
4-Color line folder (use it as a direct mail piece or give it to customers in your showroom).



4-Color Newspaper Ads (full page). Black and White Newspaper Ads (1000 lines and many other sizes).



Disposer tabloid (direct mail or give-away). Gas Range tabloid (direct mail or give-away).



4-Color Billboards. Colorful Window Banners.

Each of the above items available featuring Caloric free-standing gas ranges, Caloric built-in gas ranges, and Caloric gas disposers.



Display material (dramatic A.G.A. displays in full color, with special lighting effects, and using Caloric's own signature). Colorful Caloric Signatures Draperies.

**CALORIC LEADS THE INDUSTRY**, once again, with its "feel for the future." Automation in everyday living is the coming thing... and with Caloric gas appliances, your customers can enjoy "home automation" right now!

Caloric's automatic features—Thermo-Set Top Burners, Roto-Ray Barbequer, clock-controlled oven, and meat thermometer—make "home automation" a reality. They make cooking almost as easy as turning a dial.

**Contact Caloric representative, or mail this coupon to:**

CALORIC APPLIANCE CORPORATION  
DEPARTMENT EM, TOPTON, PA.

Please have my Caloric representative contact me to set up program. ☐

Please send advertising material details ☐

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**CALORIC APPLIANCE CORPORATION, TOPTON, PA.**  
**RANGES • BUILT-INS • DISPOSERS**



## Now a great new combination of sales features **NEW "ONE-TOUCH" FABRIC KEYS...**

Just one key pre-sets all these wash conditions to fit the type of fabric:

- 1. Wash speed 2. Wash temperature 3. Rinse temperature 4. Spin speed**

**Never before** a washer so easy to use—so easy to sell! This great new advance in washing ease makes General Electric Filter-Flo Washer the most automatic.

**So simple**—it does away with complicated settings and re-settings. General Electric's pre-set fabric keys wash any fabric to order at one touch of a key . . . one turn of the timer dial. No more guesswork on tempera-

*General Electric Company, Appliance Park, Louisville 1, Kentucky*

tures and speeds. No adjustments back and forth. No pondering buttons, labels, instructions! It's easy as pointing!

**Point out these advantages:** Every washable your customer's family has can be washed to order. Eliminates most hand-washing. Synthetics come out without set-in wrinkles—cuts down ironing. Delicate fabrics won't fray—last longer.

This new feature, combined with the filter proved-in-use (now in over a half-million homes), gives you the surest way to sensational washer sales. When a customer comes in, touch a key to show its simplicity . . . touch off a sale!

Filter-Flo Washers come in four price lines. Call your distributor. Display these profit-makers now.

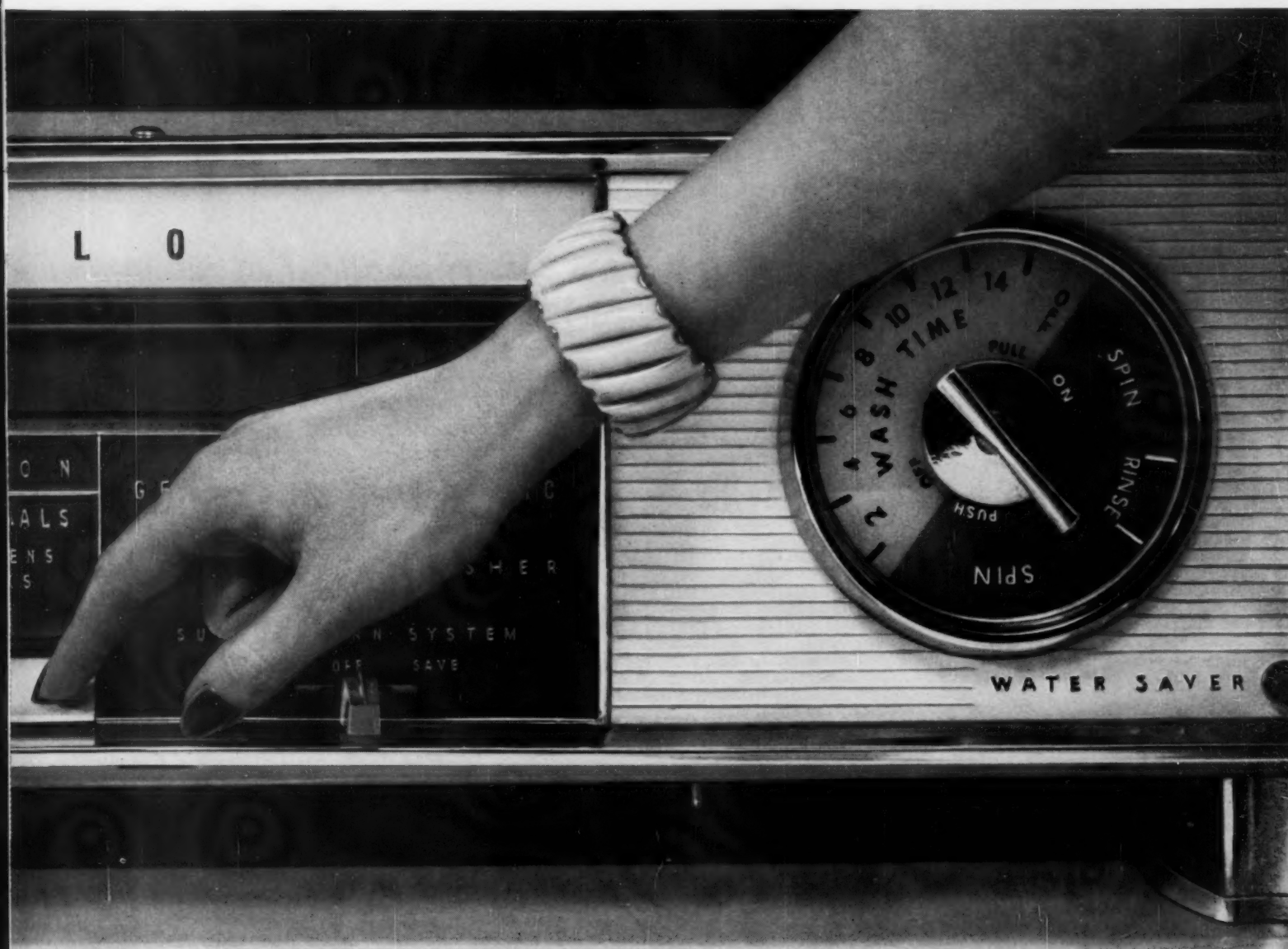


More than ever you'll sell the number 1 choice washer

*Progress Is Our Most Important Product*

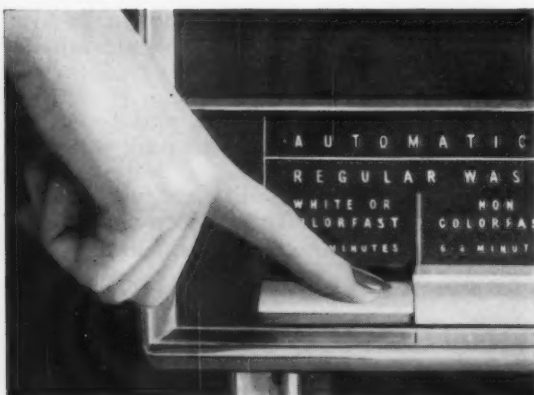
**GENERAL  ELECTRIC**





... only in this General Electric Filter-Flo® Washer

## **PLUS THE FAMOUS NON-CLOG FILTER!**



**Sell the one-touch, one-turn way to wash.** Wash-to-Order Fabric Keys select the right washing combination. The first key above "pre-sets" *normal* wash speed; *hot* wash water; *warm* rinse water; *normal* spin speed . . . for regular wash. Also keys for synthetics and other fabrics.



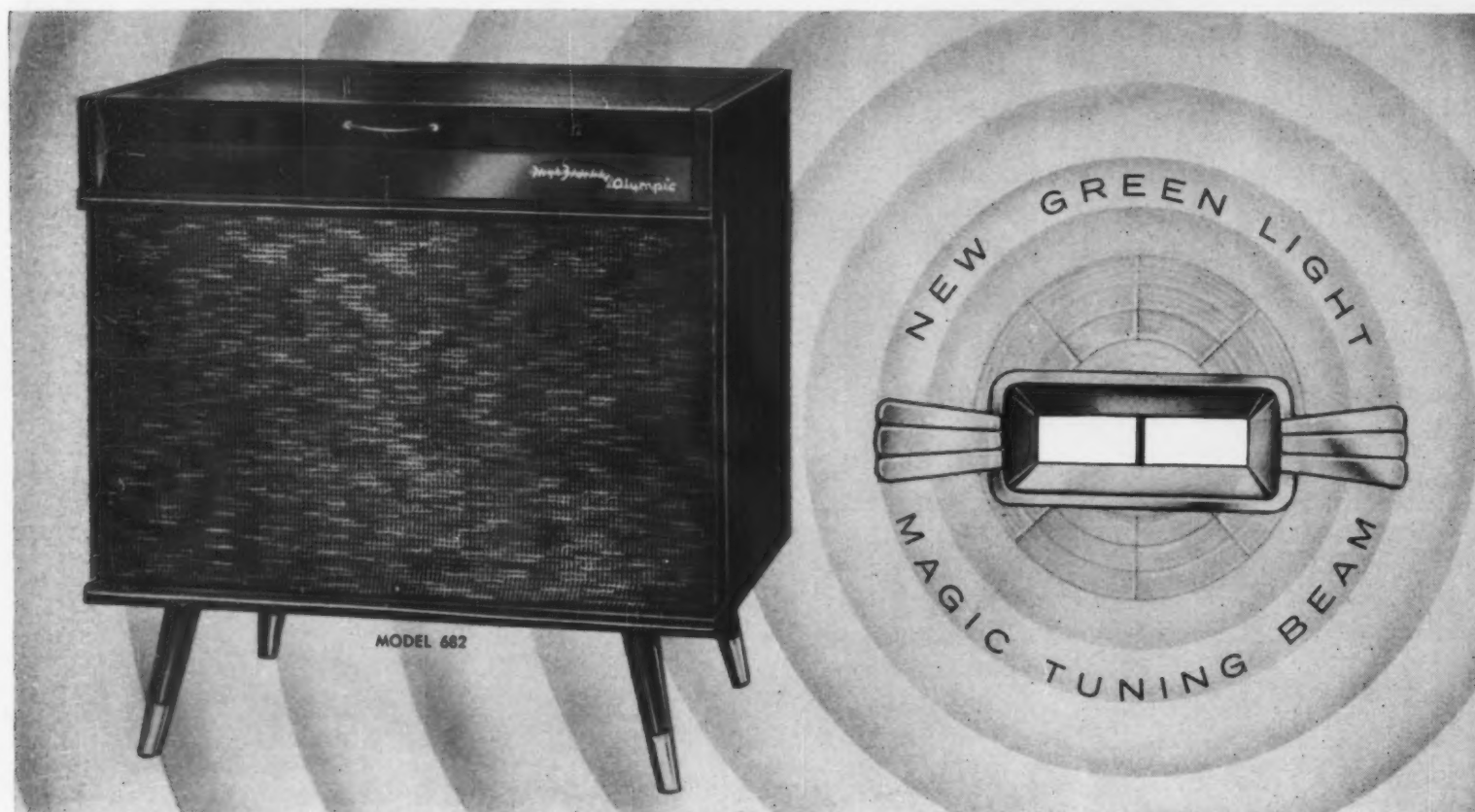
**Sell the big, easy-to-clean filter.** No other filter has all these advantages. Of durable metal, filter won't wear out. Removable, works in plain view; won't clog, won't spill lint back on clothes. Doubles as a detergent dispenser. Moves with Activator® to keep water flowing freely.



MODEL WA 950 R

# green light says "GO!" to hi-fi sales

...in Olympic's new '58 line



## More Salesmaking Merchandising Magic!

"Here's how we build full markup, full profits into every Olympic"



"Climbing sales depend upon real values . . . and on features like these that help dealers sell customers. We continually build in new salesmakers to dramatize the finer quality in our sets. You get more sales, full markup and a free hand for top profits . . . the industry's best pricing-merchandising formula."

MORTON M. SCHWARTZ, Vice-President for Sales

- New Olympic Custom Component hi-fi gives you the "Green Light" Magic Tuning Beam...perfect tuning for every station...attention-compelling demonstrator to help you clinch hi-fi sales!
- New Stereo Switch gives full use of powerful Olympic hi-fi amplifier and multiple speaker system for stereophonic tape reproduction . . . another plus-value!
- Custom Components . . . 12 tube AM/FM radio, plus 4-speed automatic phono, 4-speaker sound system, 20 watts peak power!
- Use these features *plus* exclusive decorator styling and fine furniture wood cabinets—Mahogany, Oak, Walnut, Ebony—to sell more, profit more with Olympic Custom Component hi-fi!

# Olympic

DIVISION OF THE SIEGLER CORPORATION



World's Leader in Combinations • TV • Radio • Hi-Fi • Air Conditioners • Olympic Radio & Television, 34-49 38th Avenue • Long Island City 1, N. Y.

AS ADVERTISED IN: LIFE • SATURDAY EVENING POST • LOOK • HOUSE BEAUTIFUL • EBONY • N. Y. TIMES MAGAZINE



For Faster Turnover... Bigger Profits in '58!



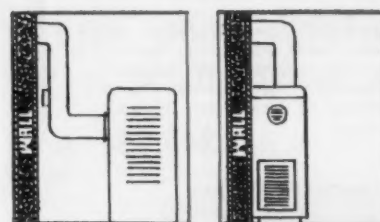
*Quaker*  
**FLUSH TO WALL**  
 IMPERIAL "SPACE SAVER"  
**OIL HEATER**  
 With Warm Floor Blower

Engineered for "Assured Comfort" Home Heating...  
 Priced and Styled for Volume Sales!

**QUAKER'S FLUSH-TO-WALL "SPACE SAVER"** is the only heater that overcomes the one big objection to oil heaters—which is the space they occupy

- Flush-to-Wall "Safe-T-Cool" Cabinet designed to save 50% on floor space.
- Automatic "Air Feed" turns soot and smoke into heat.
- Advanced Louvered Arrangement increases natural circulation to three times that of ordinary heaters.
- Exclusive Radiant "Heat-Flo" Front provides an abundance of radiant warmth.
- Automatic "Floor Level" Heat assures the maximum of comfort.
- Minneapolis-Honeywell Decorator Round Thermostat gives constant even heat automatically.
- Quaker's Exclusive 3-Way Performance Guarantee.
- Potent promotional support to help you sell more "Space Savers".

**PLUS**



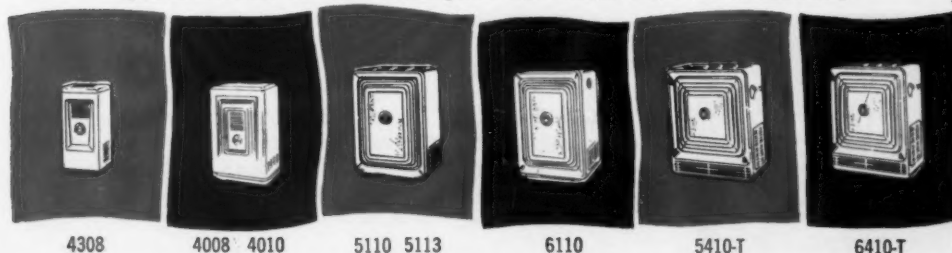
Old-fashioned oil heater occupies 50% more space

More living space allowed by Quaker "Space Saver"

For complete details on how you can cash in on this great profit opportunity, wire, phone or MAIL Coupon.

**HEIL-QUAKER CORPORATION**  
 Lewisburg, Tennessee

QUAKER Has the Most Complete Oil Heater Line in the Industry



4308

4008 4010

5110 5113

6110

5410-T

6410-T

E3

**HEIL-QUAKER CORPORATION**  
 Lewisburg, Tennessee

Send details on how I can PROFITABLY handle the Quaker Flush-To-Wall Heater.

Company \_\_\_\_\_

By \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



# Easier to Sell

BECAUSE YOU HAVE MORE VALUE  
TO OFFER YOUR HI-FI CUSTOMERS

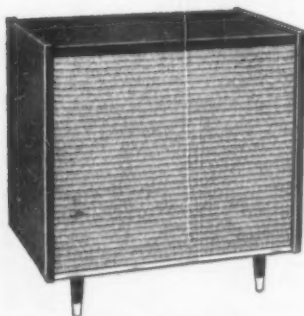


Console Model 1272

## 4-SPEED AUTOMATIC COMBINATION WITH HIGHLY SENSITIVE AM-FM TUNER

Custom components! 40-watts power output! Frequency response 20 to 20,000 cycles. 7-tube AM-FM tuner with automatic frequency control, VM jamproof intermix automatic changer, 4-speaker sound system with electronic crossover network, bass and treble controls, input jack, speaker selector, external speaker outlet, equalization control, 45 rpm spindle, diamond and sapphire needles. Decorator styled genuine hardwood cabinets in Mahogany, Walnut, Blonde, Ebony.

List **349.95**



## Console Model 1269 4-SPEED AUTOMATIC RADIO PHONOGRAPH COMBINATION

Powerful HI-FI push-pull, amplifier, 2-8" Coaxial speakers with built-in tweeters (4-speaker performance), frequency response 50 to 15,000 cycles, BSR jamproof intermix automatic changer, bass and treble controls, dual sapphire needles. Decorator styled genuine hardwood cabinets in Mahogany and Blonde.

List **139.95**

**Symphonic Builds A Complete  
Line of Phonographs, Priced  
for Every Consumer Demand**

# HI-FI

## PHONOGRAPH COMBINATIONS



Only Symphonic offers you the  
consumer accepted "Good  
Housekeeping" seal of approval.



Only Symphonic offers you a  
Double Guarantee with nation-  
wide consumer service.



Console Model 1275

## 4-SPEED AUTOMATIC PHONO WITH POWERFUL AM-FM RADIO

Powerful 7-tube AM-FM radio, 3-speaker sound system, electronic crossover network, frequency response 40 to 16,000 cycles, VM jamproof intermix automatic changer, external speaker outlet, treble and bass controls, dual sapphire needles. Decorator styled genuine hardwood cabinets in Mahogany, Blonde, Fruitwood.

List **179.95**

Prices Slightly Higher South and West

Write Dept. EM4 for nearest distributor



**SYMPHONIC RADIO & ELECTRONIC CORP.**  
America's Largest Exclusive Manufacturer of Phonographs  
235 JERSEY AVE., NEW BRUNSWICK, N. J.

# economic currents

COLUMN STARTS ON PAGE 26

which has received wide publicity. Consumers have begun to worry and feel uncertain about the future even though they may not be directly affected.

Over 40% of all people felt that business conditions were worse than a year ago. Only 25% felt this way in June 1957 and 13% in December 1956. However, another 40% still feel that business conditions have not changed over the past year. And 14% even argue that they have improved. The growth in pessimism could be attributed to the fact that very many people had heard unfavorable economic news during the last few months, while only a small minority could recall hearing any good economic news.

**GOOD '58.** But people are more concerned about business conditions as they are now than worried about a further downward trend in the months ahead. Nearly two-thirds of all people expect no further change in the coming year, and those who do expect a change are about equally divided between factions expecting improvement and expecting a downturn. To most people, expecting no change in business conditions still means that a good year lies ahead.

However, people's confidence in the long-run business outlook also has been weakened by recent developments. The percentage of people who expect at least some unemployment and depression during the next 5 years increased from 17% in late 1956 to 43% in December 1957. This too can be explained by the fact that people were worried about the news they had been hearing—layoffs and a rise in unemployment.

Personal experiences with unemployment or shorter working hours are reported only slightly more often than in June 1957 and are seldom mentioned as a reason why a family is worse off. People are, however, worried about keeping or finding a job. But for the first time in 5 years more people say that they are worse off than say that they are better off.

**BUYING RESTRAINT.** Attitudes toward prices and market conditions also point toward increased restraint and caution among consumers. Because consumers feel that prices are too high and that times are uncertain, they feel that this is a bad time to buy. With regard to the housing market, 27% complained about high prices and 15% said that business conditions are too unsettled or that people can't afford to buy these days. Both reasons were given more frequently than in June 1957.

Similar changes are evident for cars and household goods. As late as June 1957 many people felt it was a good time to buy household goods because people have money to spend. Many now feel just the opposite—that people need to be cautious these days.

Thus consumers have become wary—because they feel prices are too high, because they are concerned about the downturn in business and because, for some, incomes have declined. In December 1957, 23% of the families reported that they were making less money than a year earlier. In June it was 20%, and in December 1956 it was 17%.

**INCOME PICKUP.** But although incomes did taper off in the last quarter of 1957, they are expected to pick up again later on in the year. And with a rise in income, consumers tend to bounce out of their present gloomy attitude.

End



# Filter-Stream action washes cleaner



Just 33" wide . . . fits a nook,  
spare corner, closet. Available in fully  
gas or electric models.

## AND THE RCA WHIRLPOOL WASHER-DRYER COMBINATION . . .

- saves up to 15,600 gallons of water a year
- washes lint-free with built in filter
- dries "wrinkle free" . . . automatically
- heats water with built-in heater (gas or electric)



Nothing else like it...constantly  
recirculates filtered sudsy water to  
gently remove even greasy collar stains  
without rubbing or pre-treatment.

Proof of amazing washability is right inside the Filter-Stream drum. Clothes are sprayed *with* a powerful stream of constantly heated, constantly filtered, sudsy water. Then, they're thoroughly rinsed with this same cleaning action. Even grimy perspiration stains come out of shirt collars without pre-scrubbing or hand rubbing. What's more, exclusive Filter-Stream action is automatically gentle for delicates. This cleaner washing is yours to sell in an *all-in-one* unit that washes, rinses, and dries . . . has 5 drying heats, 3 water temperatures, bleach dispenser and many other sales features.



## WASHER-DRYER COMBINATION

Product of WHIRLPOOL CORPORATION St. Joseph, Michigan

**Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!**

Use of trademarks RCA and RCA authorized by trademark owner Radio Corporation of America

# UNIVERSAL Coffeematic

Only UNIVERSAL CAN GIVE YOU SUCH

**NEW 8-cup chrome-on-copper**

a \$19<sup>95</sup> value

at an unbelievable

**\$14<sup>95</sup>**

For a Limited Time Only

Now you can offer this Coffeematic . . . the most famous name in coffeemakers at a price that has appeal for everyone. Built to full Coffeematic quality standards, it is chrome on solid copper, with the exclusive Flavor-Selector and a full eight cup capacity. It out-values any other coffeemaker on the market. Get your order in *NOW* — the supply is limited. Be sure you're stocked when the big news breaks to your consumers.



*plus*

#### FEATURED WITH FAMOUS COFFEEMATIC EXTRAS

- ★ New Streamline Design for modern styling
- ★ Flavor-Selector for any strength you choose
- ★ Chrome-on-Copper body for beauty and durability
- ★ Heat-Sentinel to keep coffee hot without increasing strength
- ★ Speed-Perking to make coffee faster than you can boil water
- ★ Automatic . . . "just set it and forget it"

**TIE-IN... CASH IN  
ON THIS BIG  
SPRING SPECIAL  
ADVERTISING IN TOP  
NATIONAL MAGAZINES**

LIFE • LOOK

SATURDAY EVENING POST

WOMAN'S DAY • SUNSET

FAMILY CIRCLE

LIVING FOR YOUNG HOMEMAKERS

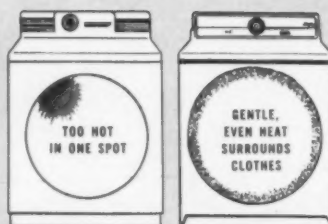
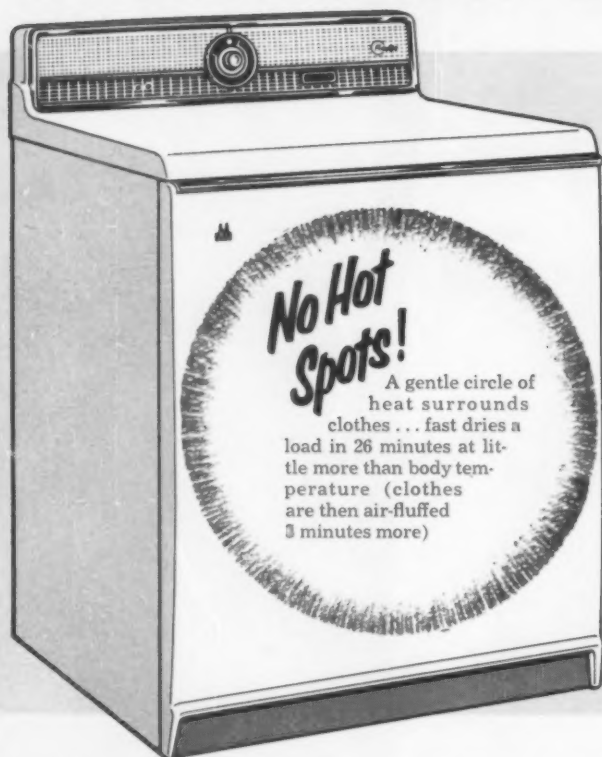


# SPRING SPECIAL

**A VALUE!**



# NEW MAYTAG "HALO OF HEAT" DRYERS GAS OR ELECTRIC



Other dryers do this... Clothes come in contact with concentrated heat as high as 200°. Result: Overdrying is common.

New Maytag Dryer does this... Regular loads dry at 100 to 110°. Ends overdrying. Clothes dry fluffy with fewer wrinkles.

## NEW FEATURES...NEW COLORS...NEW MODELS

**NEW!** Automatic De-wrinkling at the push of a button. Special "Wash 'n Wear" setting removes wear wrinkles, saves ironing.

**NEW!** Automatic Time Chime—Signals when "Wash 'n Wear" fabrics are dried just right.

**NEW!** Automatic Sprinkler—Automatically dampens clothes quickly, evenly for easier ironing.

**NEW!** Matching Colors—In pink, green, yellow, and white to match Maytag Automatic Washers.

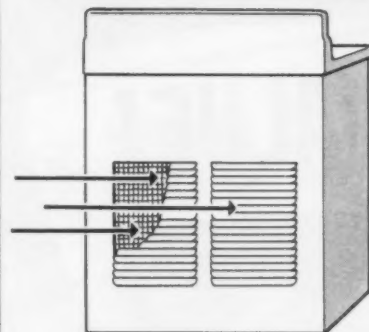
## PLUS THESE BIG MAYTAG EXTRAS!

- Automatic Timer Control (up to 120 minutes)
- Special Air-Fluff Setting
- Pushbutton Temperature Selectors
- Automatic Safety Door
- Quiet operation, cool cabinet
- Rustproof cabinet
- Gas or Electric Models—electrics work on either 115 or 230 volts; gas models on city or LP Gas.

ANOTHER FIRST FROM MAYTAG—WORLD'S LEADING HOME LAUNDRY SPECIALISTS

# MAYTAG

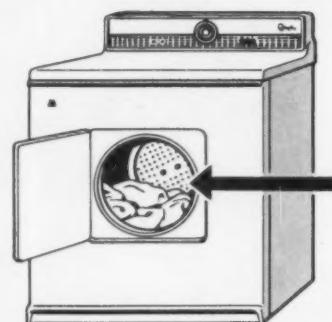
## EXCLUSIVE! A FILTER FOR DUST AND DIRT



—filters all incoming air;  
keeps clothes clean!

Maytag gives you the *only* dryer that filters out dust and dirt from *all* incoming air. Maytag's new Automatic Air Intake Filter is made of fine fiberglass. Clothes dry in cleaner air than ever before possible. Dryer interior stays clean.

## A REVOLVING FILTER FOR LINT



—pulls lint directly out of  
dryer drum, away from clothes!

As clothes dry, a fine-screen revolving filter actually draws lint away from clothes. Screen holds lint so it can't resettle on clothes. Lint can't clog dryer. Filter snaps out for easy cleaning. Another Maytag demonstrable feature!



# about time!

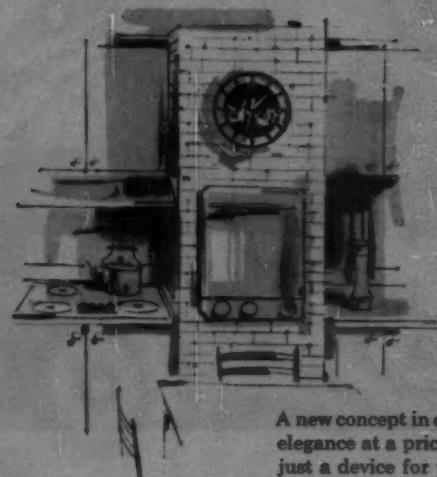


## ADDS DEEP-CARVED ELEGANCE TO ELECTRIC WALL CLOCKS



**14.95** sug. retail

Game Cocks, 12" diam.  
Black-decorated Gold, White-decorated  
Gold, Copper-decorated Black finishes.



FOR  
KITCHENS  
FAMILY ROOMS  
PLAYROOMS  
DINETTES  
BATHROOMS  
BEDROOMS  
FOYERS

A new concept in electric wall clocks: elegance at a price! What used to be just a device for telling time is now an object of art, the kind of sell-on-sight wall accessory that appeals to every budget-bound homemaker bent on glamourizing her home. Now even her kitchen, bathroom, playroom and hallway can boast a living room flair. Now the excitement of decorator design and colors can be hers at pots-and-pans prices. Our famous hand-carvers have been renowned for their exquisite SyrocoWood creations for over 60 years, and they've lavished that same sculptor's talent on these striking plug-in timepieces. Your store can be the first to offer them to fashion-hungry customers in your neighborhood. CONTACT YOUR LOCAL DISTRIBUTOR OR WRITE FOR COMPLETE DETAILS NOW!

PERMANENT SHOWROOMS | Chicago, 1526 Merchandise Mart  
New York, 225 Fifth Avenue



**19.95** sug. retail.

Traditional Sunburst,  
16" diam.  
Metalgold finish.

All suggested retail prices  
slightly higher in West.



**14.95** sug. retail.

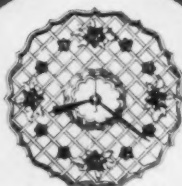
Modern Sunburst,  
12" diam.  
Gold with Black dial,  
Copper with White dial,  
Black with Gold dial.

DESIGNS BY HARRY LAYLON



**19.95** sug. retail.

Zodiac, 16" diam. Metalgold,  
Black-decorated Gold finishes.



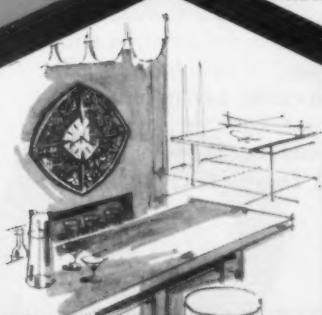
**14.95** sug. retail.

Provincial, 12" diam.  
White-decorated Gold,  
Fruitwood-decorated Gold,  
Gold-decorated  
White finishes.



**10.95** sug. retail.

Daisy, 11 1/2" diam.  
Black or Copper finishes.



Shopping the  
**HOUSEWARES SHOW**  
in CHICAGO? VISIT OUR PERMANENT  
SHOWROOM — 1526 MERCHANDISE MART



**19.95** sug. retail.

Four Seasons, 17" square.  
Metalgold, Black-  
decorated Gold finishes.

SYROCO, INC. Dept. E38  
SYRACUSE 2, NEW YORK

Gentlemen:

I am interested in your decorator-styled Electric Wall Clocks.  
Please send fully illustrated folder and other pertinent information.

NAME \_\_\_\_\_ DEPT. \_\_\_\_\_

STORE NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# IT'S EASY TO SELL THE ONLY FEATURE SMALL SIZE

## '58 YORK Power Mite



**...Tiny, 1 HP Room Conditioner**

## COOLS SPACE 1,428 TIMES ITS OWN SIZE!

**Multiplies Pick-Up Sales**—Encourages impulse buying because it's the most powerful package on the market! The lightweight Power Mite is tiny—takes only 2.6 cu. ft. of space, yet cools and dehumidifies over 3,769 cu. ft. of living area. So customers can actually carry it home—install it themselves—enjoy a quick pick-up from summer heat in minutes! And, the 115 V. 7½ amp. Power Mite can be plugged in where wiring is adequate. Deluxe 12 amp. and 230 V. models also available.

**Reduces Storage And Display Space**—Smaller sizes mean your inventory takes up far less of your precious storage space. And, it means you can make far better use of the Power Mite for display purposes on your floor! Small size and portability also means you slash delivery expense and bother.

Customers take the Power Mite home in the car with them—you save time, money!

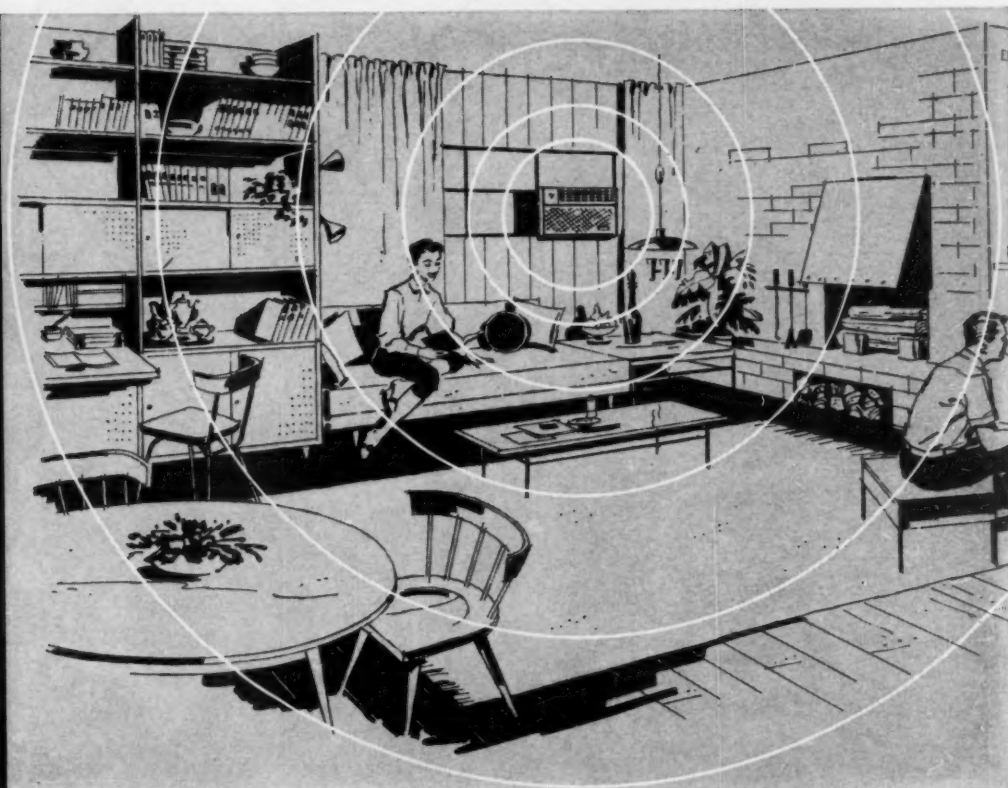
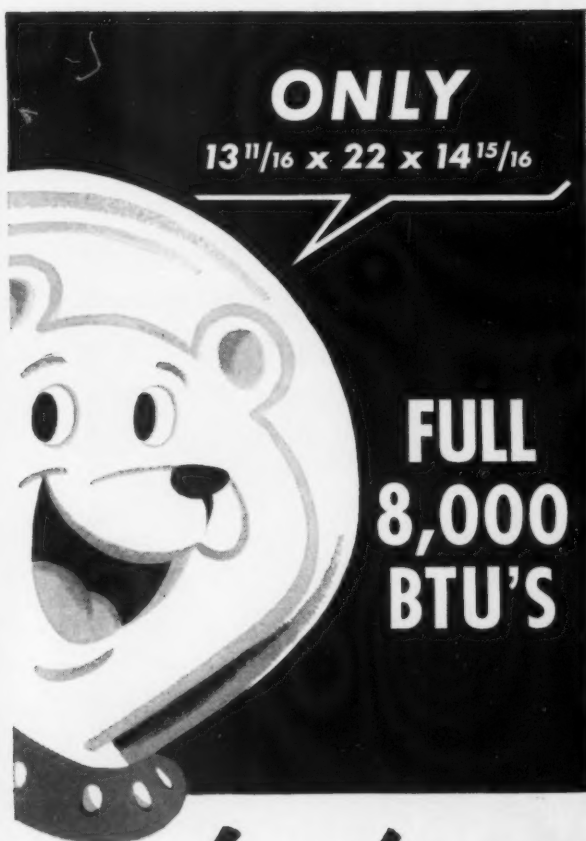
**Backed By High-Power Selling To Every Good Prospect In Your Home Town**—York Power Mite national advertising dominates magazine space—with a full schedule of 2-color, plus B&W page ads that tell the dramatic "cools space 1,428 times its own size" story to millions from coast-to-coast.

And York provides you with all the sales-ammunition you need to tie in with this gigantic national campaign. You get York "packaged" promotions that include 4-color outdoor posters, hard-selling newspaper ad mats, counter cards, display racks, everything! For full information on how you can cash in on York for '58, call your York Distributor, today!

**More Than Ever — Your FUTURE and FORTUNE Now Lies With York**



# ROOM AIR CONDITIONERS THAT *PLUS* HIGH POWER!



***Look***

**2 MORE POWER-PACKED MODELS FROM THE  
YORK OPERATION SPACE COMMAND ARSENAL!**



**'58 YORK  
SENIOR Room Conditioner  
For  
MULTI-ROOM COOLING**

Beautifully styled, compact. Has plus capacity for multi-space use, Cooling Maze Coil, Hydro-Lift Moisture Removal and Duo-Cycle Starting that prevents electrical overloads. In 1½ HP, 115 V. and 2 HP, 230 V.

**'58 YORK  
Compressomatic**

Mighty 1 H P Conditioner with  
EXTRA AIR COOLING POWER



# YORK

Smaller, more powerful than ever!  
Has Clean Air Sentry that tells  
when filter needs changing, 2 cool-  
ing speeds, Automatic Tempera-  
ture Control, Fresh Air and Ex-  
haust Vent, Duo-Cycle starting.

York Corporation, York, Pa. • Subsidiary of Borg-Warner Corp.



## ARE YOU DELIBERATELY THROWING AWAY BIG PROFITS?

Nobody likes to think he's missing business. But the sad fact is you are if you're limiting your advertising to media that are limited to the narrow confines of the city. The shift to the suburbs has never been more pronounced than it is today. The suburbs have increased 65% in the last 10 years against 6% for the city zones.

The suburban shift means new homes, new patio furniture, refrigerators. You name it. So your market is not only the city zone but the acres and acres of suburbs, too—where the people who are buying are moving. In a year, 54.1% of major appliance purchases are made by families who are living in the suburban areas.

If you're advertising exclusively in newspapers, you're spending too much and covering too little. For newspapers do a poor job of cover-

ing suburban areas. For instance, the newspaper penetration for the top 20 U. S. metropolitan markets is shockingly low.

**AVERAGE NEWSPAPER** in the CITY, 39.6% & in the SUBURBS, 19.5%  
**LEADING NEWSPAPER** in the CITY, 48.9% & in the SUBURBS, 27.1%

How can you cover both? Easy. Add Radio. For Radio covers 97% of these suburban families. Radio stations reach out and blanket vast areas of heavily populated suburbs economically and effectively. Radio can sell more of your customers for less money than newspapers, as test after test has shown.

Consult your local radio stations for details. And ask to see the special RAB package mailing for Home Furnishing and Appliance Dealers — just released.

**R  
A  
B** RADIO  
ADVERTISING  
BUREAU, INC.

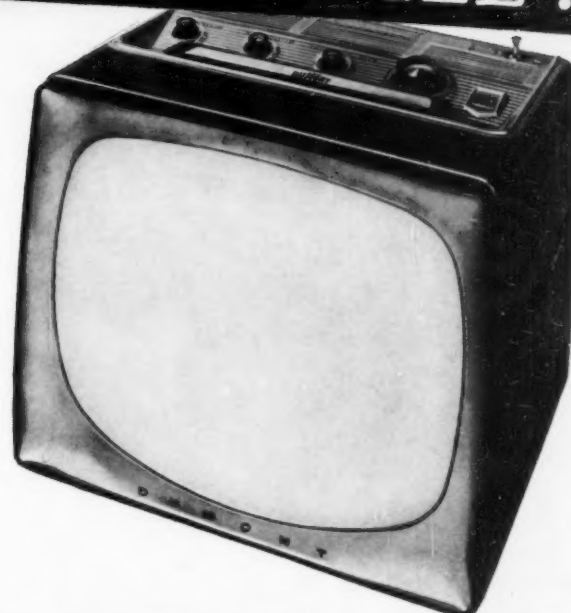
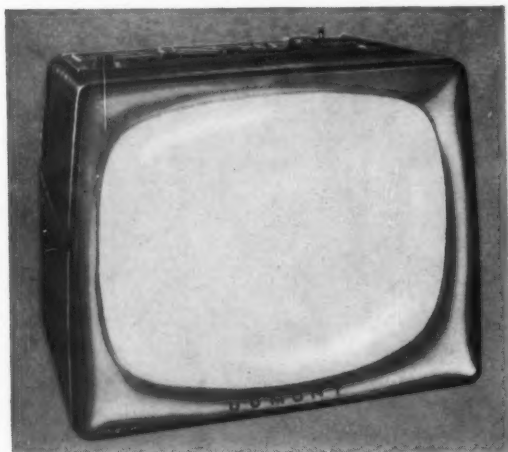
460 Park Avenue, New York 22, N. Y.

Sources: On request



# DU MONT'S NEW SPORTSMAN 17 WILL SELL FROM ANY ANGLE!

APPEARANCE? NOTHING LIKE IT AROUND!  
SMART DU MONT 110° SLENDERSET...  
MAHOGANY FINISH  
OR LIMED OAK FINISH WITH GOLD TRIM.  
LOOKS "AT HOME" IN ANY HOME...  
NEVER OUT OF PLACE IN ANY PLACE.  
A SMART SECOND SET (not a piece of luggage).  
A DU MONT PORTABLE SLENDERSET!



OPERATION? TIP-TOP CONTROLS, ALL ON TOP!  
FINE TUNING, CHANNEL SELECTOR, BRIGHTNESS,  
CONTRAST, SOUND, BUILT-IN TELESCOPING ANTENNA...  
ALL, ALL ON TOP! BUY 'EM AND THAT'S HOW YOU'LL  
COME OUT -- ON TOP!

PERFORMANCE? POWERFUL, 14,500 VOLT CHASSIS.  
KEYED AGC. FRINGE LOCK CIRCUIT. A CLEAR,  
BRIGHT, STEADY PICTURE -- EVEN IN OUTLYING  
AREAS. TINTED SAFETY GLASS.  
REALLY LIGHTWEIGHT...UNDER 30 LBS. ONLY  
13¼" DEEP, 13½" HIGH, 17" WIDE.  
UNDERWRITERS LABORATORIES APPROVED -- PLUS --  
R.C.C. RADIATION CERTIFICATION.

COMPARE IT FROM ANY ANGLE. (Price, too!)  
YOU'LL SELL IT FROM ANY ANGLE!

You do better when you do business with

## DU MONT®

*First with the Finest in Television and High Fidelity.*  
Allen B. DuMont Laboratories, Inc.,  
East Paterson, New Jersey

# New refrigeration center



Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

## everything for MODERN

1 "Select-A-Door" wall and base cabinets 2 Built-in gas and electric ovens 3 Built-in gas and electric cooking tops 4 Dishwashers 5 Cabinet sinks 6 Disposers 7 Refrigerator-freezers... plus automatic washers and dryers, combination washer-dryers, air conditioners, dehumidifiers.





# for modern kitchens...

1958 RCA WHIRLPOOL modular refrigerator-freezers present another refrigeration first...NO FROST ever in refrigerator and freezer sections

Think of it... a refrigerator-freezer that needs no defrosting because there is no frost in either the refrigerator or freezer storage space! It's a first-time-ever refrigerator-freezer that ends completely all the nuisance and inconvenience of defrosting.

How? It's simple. This entirely new and different refrigerator-freezer does away with coils in *both* food storage sections. So there's no place for frost to collect. In the refrigerator section, exclusive Activated-Cold air circulates to maintain correct food preservation temperature. In the freezer, dry "zero-cold" air removes excess moisture as it fast-freezes food. And, only RCA WHIRLPOOL refrigerator-freezers have the Air Purifying System to help keep food fresher, longer.

It looks like a built-in...yet you have none of the fuss and expense of a built-in!

Now you can achieve a true built-in look with a free-standing unit in just 36" of space! The 17 cu. ft. Mark 17 model (left) has no coils on the back... all 4 sides and top are flat... the door hinges *inside* the cabinet. Thus it fits flat to walls and cabinets, needs no air space or vents!

See these new RCA WHIRLPOOL refrigerator-freezers... you'll discover they can add maximum appeal to your kitchens!



Functionally-designed interior of the Mark 17 model is clean and spacious... with extra usable shelf area.



EM 6V... a new 6 cu. ft. freezer designed to be installed under a standard counter in a space just 36" wide.



EM 11R and EM 11V... an 11 cu. ft. refrigerator and matching 11 cu. ft. freezer install eye-high over base cabinets.

## KITCHENS with one brand name Whirlpool

The complete line of RCA WHIRLPOOL appliances includes built-in and free-standing models in both gas and electric... every type of cabinet in wood and steel or all steel... to make modern kitchens complete. Each cabinet and appliance is engineered for simple, fast, economical installation. All are available from one source... from one supplier ready to give you expert planning and merchandising assistance and fast delivery. And, each product carries one brand name that is nationally known for quality, performance, and dependable service... RCA WHIRLPOOL!

Contract Sales Division

Whirlpool Corporation, St. Joseph, Michigan

Please send me complete information about the new RCA WHIRLPOOL kitchens and the newest cooking center for modern kitchens.

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

FIRM NAME \_\_\_\_\_

FIRM ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

EM 3

RCA WHIRLPOOL Home Appliances... Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

**For the package deal at a package price... it's RCA WHIRLPOOL!**

A LADIES' HOME JOURNAL  
LEADERSHIP REPORT  
TO APPLIANCE MANUFACTURERS

# You're No. 1 in her mind when you're in her No. 1 magazine!

Ladies' Home  
**JOURNAL**

*Ladies' Home Journal  
reaches more women  
more effectively than any  
other magazine on earth*

The Journal understands women and their needs so well, speaks their language so well, that millions of women turn confidently to it for advice in every phase of their lives.

Among all women's magazines the Journal continues as **NO. 1 IN CIRCULATION** (average per issue: 5,520,000) and **NO. 1 IN NEWSSTAND SALES**.

It also leads all women's magazines as **NO. 1 IN ADVERTISING** (total 1957 revenue: almost \$30,000,000—a 14% gain over 1956).

## NO. 1 IN APPLIANCE MERCHANDISING

The Journal's appliance merchandising program is designed to encourage retailers to be more creative, more imaginative, in their selling. Every year the Journal holds a competition for "Creative Retail Salesman of the Year in Appliances, Radio-TV."



Every month the Journal provides retailers with a kit full of sparkling merchandising ideas to help stimulate their thinking. Journal merchandising pays off very directly, for both retailer and manufacturer, in increased sales of Journal-advertised appliances.

Never underestimate the power  
of the No. 1 magazine for women...

Ladies' Home  
**JOURNAL**  
A CURTIS PUBLICATION



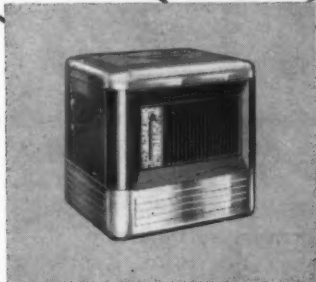
America's fastest-selling  
portable blower coolers...

# TravelAire

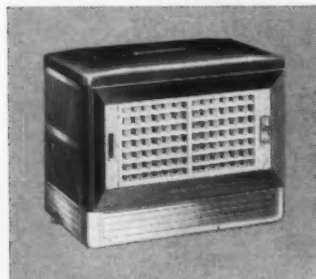
-- your best choice for  
**BIG SUMMER PROFITS!**



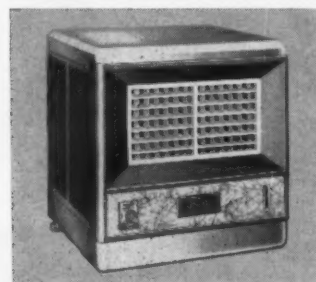
**MODEL 760 SPOT COOLER**—Everything for the buyer who wants the finest in personalized carry-around cooling! 2 speeds, adjustable louvers, Duotrol† selector. Retractable carrying handle. Weighs only 22 pounds. Beautiful 2-tone decorator colors. Retail for \$39.95.



**MODEL 660 SPOT COOLER**  
— Price is low enough for every member of the family to have his own cooler. Retractable handle. Retail for \$29.95.



**MODEL 960 ROOM COOLER**  
— This new slimline beauty sells itself to the quality-conscious shopper! Flowtrol® grille. Two speeds, Duotrol selector. Retail at \$59.95.



**MODEL 1260 ROOM COOLER**  
— TravelAire's most powerful and versatile model! Portable or easily installed in window. Three speeds! Twin blowers. Flowtrol® grille. Retail at \$79.95.

This year — make the most of the big trend to portable cooling by offering your customers America's most spectacular cooling buy! . . . TravelAire portable blower coolers help you close sales quickly because they offer MORE exclusive features — 3-speed air volume control . . . Duotrol† selector . . . deep-penetration blower cooling . . . more square inches of cooling-filter area. MORE models too — for every spot and room cooling need—all backed by the *biggest sales promotion* ever put behind coolers. Write today for full details!

\*Patented †Patent Pending



**METALAIRE PRODUCTS COMPANY**

P. O. Box 468, Phoenix, Arizona

Eastern Sales Office:

P. O. Box 695, Long Beach, Long Island, New York

The line that backs you up with *working* sales promotion—the most ever put behind portable coolers!

Division of International Metal Products Company — world's largest manufacturer of evaporative cooling equipment

# AtlasFire PROMOTIONAL

## NEW FOR 1958



### PROMOTIONAL BARBECUE BRAZIER

Atlas Fire's tremendous quality line of new barbecue braziers... three basic models to offer, with a host of accessories for in-store "retailing". These braziers really put you out front as a price leader. Illustrated is Model HP30, the Super Deluxe brazier that has everything complete as you see it. Also available are the Deluxe Model P30 and Economy Model B24WS, new high-price sellers that you can build up with Atlas accessories to suit yourself and your customers.

### PROMOTIONAL WINDOW FANS

For quick turnover when the heat's on, stock the complete new line of Atlas Fire 20" window fans. You'll be able to price these fans way low... out-sell all competition... and with a quality product!

SEND FOR SALES PACKAGE



## 21" LINE

Now, cover the Biggest Part of the Market...

### SUPER DELUXE MODEL B275AA

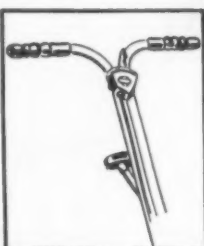
★ 2 3/4 H. P. BRIGGS & STRATTON engine, extra large crown, lo-tone muffler, remote rewind starter, remote Briggs & Stratton Choke-A-Matic Control, slip clutch.

★ STOR-MOWER HANDLE

★ SUCTION WIND ACTION

★ 22" STEEL HOUSING

★ PHOSPHATIZED FINISH



Briggs & Stratton Choke-A-Matic engine control is mounted between the handle grips... permits fingertip operation of the engine.

Remote Rewind starter within easy reach, too!

ROCK  
BOTTOM  
PRICING...  
Full Margins

### Deluxe Model B225AA

• 2 1/4 H. P. BRIGGS & STRATTON engine, rewind starter, remote hand throttle located between the handle grips, slip clutch.

- STOR-MOWER HANDLE
- SUCTION WIND ACTION
- 22" STEEL HOUSING
- PHOSPHATIZED FINISH

### GENERAL SPECIFICATIONS FOR BOTH 21" MODELS

Wheels: 8"; all-steel rims • Tires: Semi-pneumatic • Blade: 21" pitched steel.  
Cutting Height: 1 1/2" to 3 1/2"; five settings; wheels stay on during height adjustment.

Color: Red and Green baked-on enamel over phosphate primer.

Housing: 22" 14 gauge steel with built-in baffles; dual ports with covers.

Trimming Edge: 1/2".

Net Weight: Model B275AA, 59 lbs.

Model B225AA, 57 lbs.

Shipping Weight: Model B275AA, 70 lbs. in single carton.

Model B225AA, 68 lbs. in single carton.

FITS  
IN  
ANY  
CORNER



## THE ATLAS TOOL & MANUFACTURING CO.

5147 Natural Bridge Blvd.

Founded 1926

St. Louis 15, Mo.

Manufacturers of Power Mowers... Barbecue Braziers... Window Fans

QUALITY  
Brazilian  
factories  
compared  
A Better  
delivery



# POWER MOWER LINE

## 19" LINE

with these Super Fast-Selling Mowers

### DELUXE MODEL B175CA

★ 1 3/4 H. P. BRIGGS & STRATTON engine, rewind starter, shear pin clutch.

★ STOR-MOWER HANDLE

★ SUCTION WIND ACTION

★ 20" STEEL HOUSING

★ PHOSPHATIZED FINISH



ROCK  
BOTTOM  
PRICING ...  
Full Margins

### Economy Model 2CA

• 2 H. P. CLINTON ENGINE, rope starter, shear pin clutch.

• STOR-MOWER HANDLE

• SUCTION WIND ACTION

• 20" STEEL HOUSING

• PHOSPHATIZED FINISH

### GENERAL SPECIFICATIONS FOR BOTH 19" MODELS

Wheels: 6"; all-steel rims • Tires: Semi-pneumatic • Blade: 19" pitched steel.

Cutting Height: Three settings; 1 1/4", 1 7/8", 2 1/2".

Color: Red and Green baked-on enamel over phosphate primer.

Housing: 20"; 16 gauge steel; single port with expanded metal cover.

Trimming Edge: 1/2".

Net Weight: Model B175CA, 41 lbs.  
Model 2CA, 40 lbs.

Shipping Weight: Model B175CA, 48 lbs. in single carton.

Shipping Weight: Model 2CA, 47 lbs. in single carton.

FITS  
IN  
ANY  
CORNER

**QUALITY MANUFACTURING GUARANTEED**—All Atlas-Aire Mowers, Braziers, and Window Fans are exclusively designed and manufactured by Atlas in its fully equipped St. Louis factory. This complete in-factory production assures quality control, guarantees A Better Product at a Lower Cost, and assures you of fast, prompt delivery ... even in season.

**NEW TYPE FINISH**—An example of Atlas-Aire quality production is the new phosphatizing process applied to the metal parts of every Atlas product. This phosphate-primed finish coat creates a snappier looking product ... the phosphatized finish wears like an automotive finish.

# Get the FACTS NOW...

• **ABSOLUTE  
COMPETITIVE  
PRICING**

• **ABSOLUTE  
FULL  
MARGINS**

• **ABSOLUTE  
TOP  
QUALITY**

SEE FOR YOURSELF ... Send Today for Free Sales Package. This package gives you all the details, ordering information, costs, literature samples, sales aids, etc.

Also Merchandise Samples at No Cost to Jobbers, Distributors, Wholesalers.

WRITE ...  
WIRE ...  
CALL ...



### MAIL COUPON TODAY ATLAS TOOL & Manufacturing Co.

5147 Natural Bridge • St. Louis 15, Mo.

Gentlemen: Please rush at no obligation to us your sales packages on the following products.

- ☐ WINDOW FANS  
☐ BARBECUE BRAZIER  
☐ POWER MOWERS

(Name)

(Company)

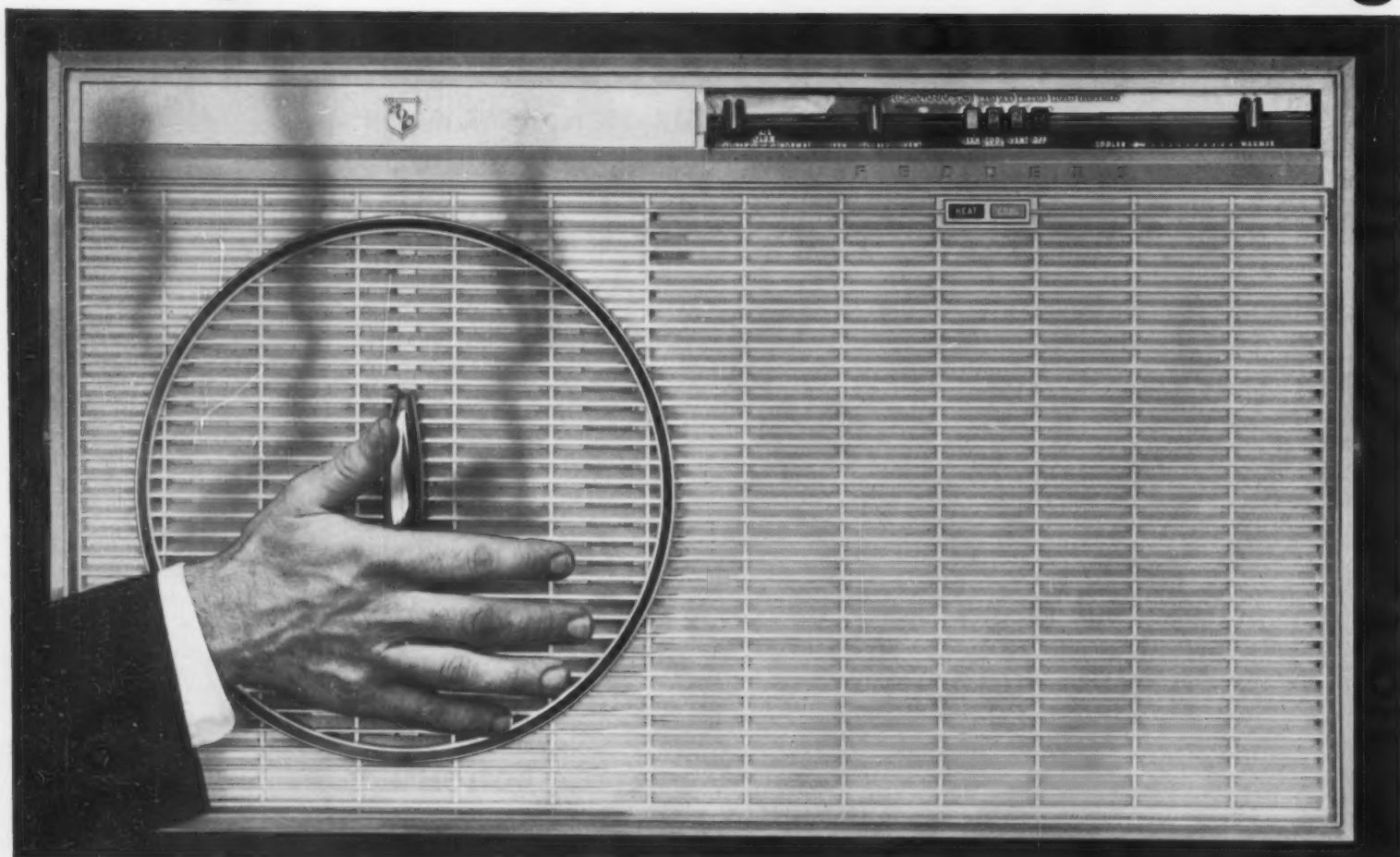
(Position)

(Address)

(City)

(Zone) (State)

# They Feel Fedders Heating



Exclusive WeatherRobot provides instant heating

## This exciting 50-Second store puts prospects into your sales act

Get ready for plenty of spellbound — and sellbound — customers ... with this downright sensational 50-second demonstration of the new Fedders Cools-and-Heats Air Conditioner:

1. Customer pushes start button, moves thermostat to "warmer"
2. Customer feels warm air
3. Customer moves thermostat to cooling position
4. Customer feels cooling — sees breath frost in cold air

And customer looks at you in amazement. Another sale is on its way! Time — just 50 seconds.

There's never been an air conditioning demonstration like this before. There's never been customer reaction

like this before ... because there's never been an air conditioner like this before! Customers actually become salesmen — sell themselves because they do it, see it, feel it themselves.

Next step, tell them how fully automatic WeatherRobot system in new Cools-and-Heats Fedders uses nature's "free fuel" to give *extra months of comfort ... for the price of summer air conditioning alone*. And explain how exclusive Deep-Cold Cooling Reserve with its special built-in Deep-Cold Thermostat enables Fedders cooling coil to run 25% colder than other air conditioners — cooling superiority that's clear to the eye.

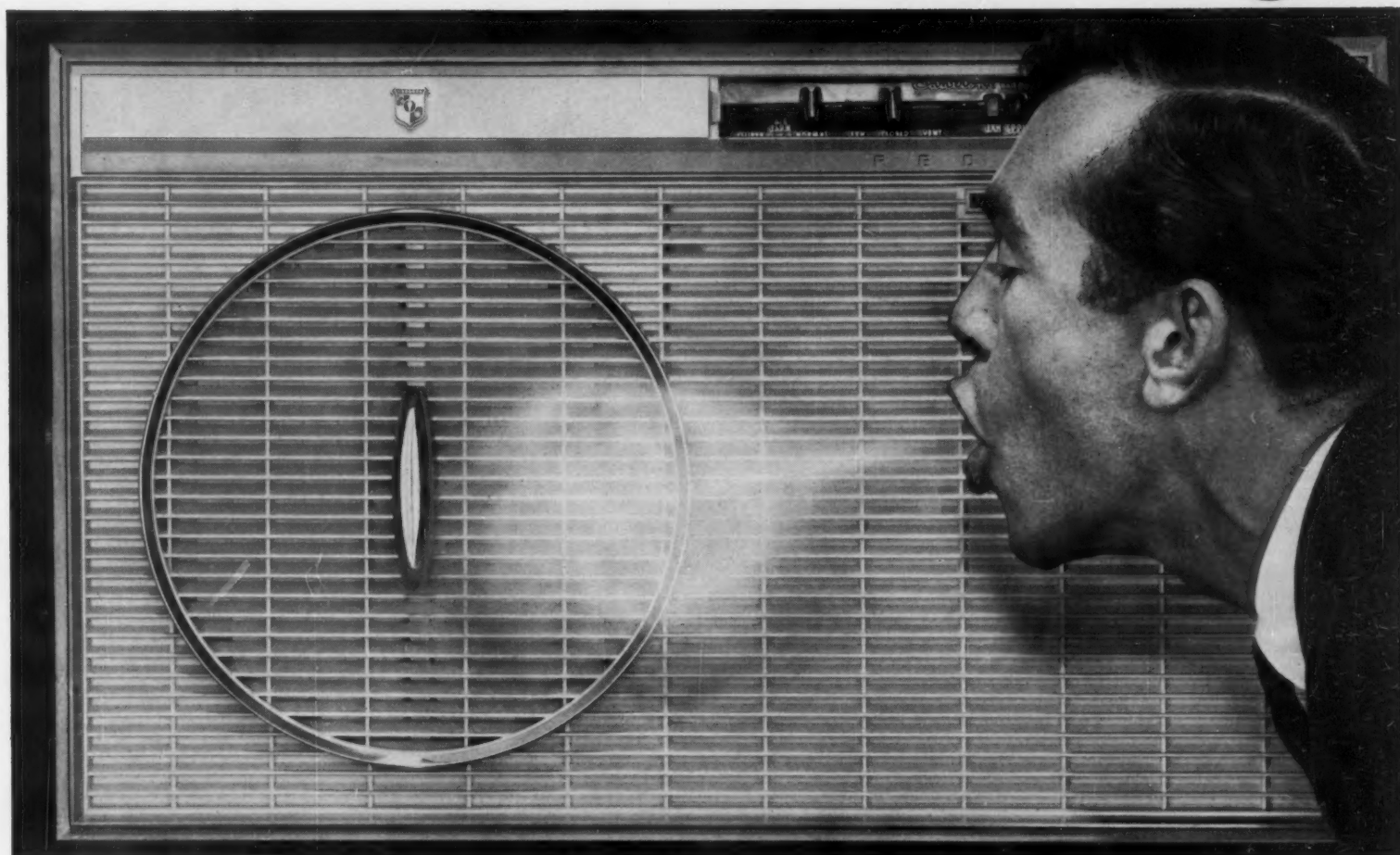
Then — all that's left is that pleasant decision — which model to take!

## Revolutionary **FEDDERS**





# ...."See" Fedders Cooling!



"Deep-Cold" Cooling — so powerful you can see your breath frost up instantly!

## Demonstration all year 'round

### SELL YOURSELF RICH WITH NEW FEDDERS HEATS-AND-COOLS AIR CONDITIONERS!

World's first 1-HP, 7½-Amp.  
World's first 1½ HP, 12-Amp.  
Heat Pump Air Conditioners!

Operate on 115-volts as a true heat pump  
in even below freezing weather at same  
low cost as summer air conditioners.

Ideal supplementary heating appliance  
for colder climates, practical sole heat  
source where low winter temperature is  
35 degrees or above.

Also 1-HP, 1½-HP and 2-HP models for  
230-volt and 208-volt current.

**FEDDERS** World's Largest-Selling Air Conditioner

### AMAZING "Four Seasons" Anywhere—Any Weather Air Conditioner

Heats . . . humidifies . . . cools . . . de-  
humidifies . . . ventilates . . . exhausts.  
Practical everywhere in the United  
States. May be used as sole heat source  
in any climate . . . delivers up to 10,000  
BTU's of heat even when it's zero out-  
side . . . as much heat as many central  
heating radiators or convectors.

1-HP and 1½-HP models for operation  
on 230-volt and 208-volt current.



SALES STAR IN ANY STORE.  
FEDDERS Selling Center puts  
romance and results into  
cools-and-heats sales.

## Cools-and-Heats Air Conditioners

# UNBEATABLE COMBINATION for sales — — and profit!



Only 32" wide.

## MODEL FPR-16 STYLE-LINE

Super Size Refrigerator has 8.7 cu. ft. capacity. Extra Large Freezer, 7.5 cu. ft. capacity, holds 263 lbs. of food.

## **Amana**<sup>®</sup> FREEZER plus REFRIGERATOR

- 1** Unbeatable sales-closer—because it obsoletes all competitive products. 1 out of 5 trade-ins for this appliance is less than 5 years old!
- 2** Unbeatable profit-maker—because with each sale you pocket the biggest profit margins in white goods today!

Now is the time to really cash in with Amana—when the refrigerator replacement market is at its peak.

## Completely New STYLE-LINE

**FREEZER plus REFRIGERATOR** Creates a "Built-In" Look without "Built-In" Cost!

Sides, top and back are flat so the Amana Freezer plus Refrigerator can be placed flush against a wall or cabinet. Yet, door will open a full 90°—even in a corner.

It's completely different in basic design too... not just a refrigerator with an expanded ice cube compartment. It's a genuine Amana Freezer... the kind that made Amana world famous... combined with the world's most modern refrigerator.



Only 32" wide.

## Only **Amana** Gives You 2 Different Styles—3 Different Sizes!

### MODEL FPR-18

Refrigerator—9.3 cu. ft. capacity, equal to conventional 12 cu. ft. refrigerator.  
Freezer—8.5 cu. ft. capacity, holds 297 lbs. of food.

### MODEL FPR-14

Refrigerator—7.5 cu. ft. capacity, equal to conventional 10 cu. ft. refrigerator.  
Freezer—6.3 cu. ft. capacity, holds 220 lbs. of food.

All models available with either right or left hand doors.

Want a fabulous free trip to gay Paree?  
Ask your Distributor for complete details.



*Backed by a Century-Old Tradition of Fine Craftsmanship*  
**Amana Refrigeration, Inc.** **Amana 16, Iowa**





**"National Accounting Machine System saves us more than 100% a year on our investment." —THE LIONEL CORPORATION, New York**

"We use the National Accounting Machine because of its many automatic features which do so much of the operators' work that there is a great saving of both time and effort.

"We estimate that these savings return us more than 100% a year on our investment.

"There are other benefits besides direct savings. The work is neater. Several records are

made simultaneously. Needed figure information is obtained sooner—while it is news, not history. And employees are happier because the work is made easier."

*Lawrence Cowen*

President, The Lionel Corporation

**THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO**  
989 OFFICES IN 94 COUNTRIES

In your business, too, National machines will pay for themselves with the money they save, then continue savings as annual profit. Your nearby National man will gladly show how much you can save. (See the yellow pages in your phone book.)



\*TRADE MARK REG. U. S. PAT. OFF.

**National**

ACCOUNTING MACHINES  
ADDING MACHINES • CASH REGISTERS  
NCR PAPER (NO CARBON REQUIRED)



## ONLY Whirlpool WASHERS and 3 CYCLES...WRINKLE-FREE LAUNDERING

Another work-saving automatic convenience women want and buy . . . an RCA WHIRLPOOL kitchen laundry! It's the only washer and dryer pair that tells homemakers exactly how to set each control for sure, mistake-proof washing and drying of any fabric. She just dials the fabric and sets the controls according to the convenient color guide. That's all . . . her clothes are safely laundered exactly as required whether dungaries, regulars or sheers.

There's even a special third cycle in both washer and dryer for wrinkle-free laundering of miracle Wash 'n Wear fabrics. Automatically they get the

special treatment recommended by fabric manufacturers for ready-to-wear appearance.

And, look at all the other conveniences: lint-free washing, money-saving Suds-Miser®, tempered-heat fluff drying, moisture-minder that shuts dryer off automatically at "dry enough", germicidal light, COLD water washing, a choice of decorator colors to blend with any decor . . . even a "square" design that looks built-in.

With an RCA WHIRLPOOL you can plan an automatic laundry that's "always at hand" in as little as 49" up to 60" of space. And, you'll like the plus profits that result when you do!

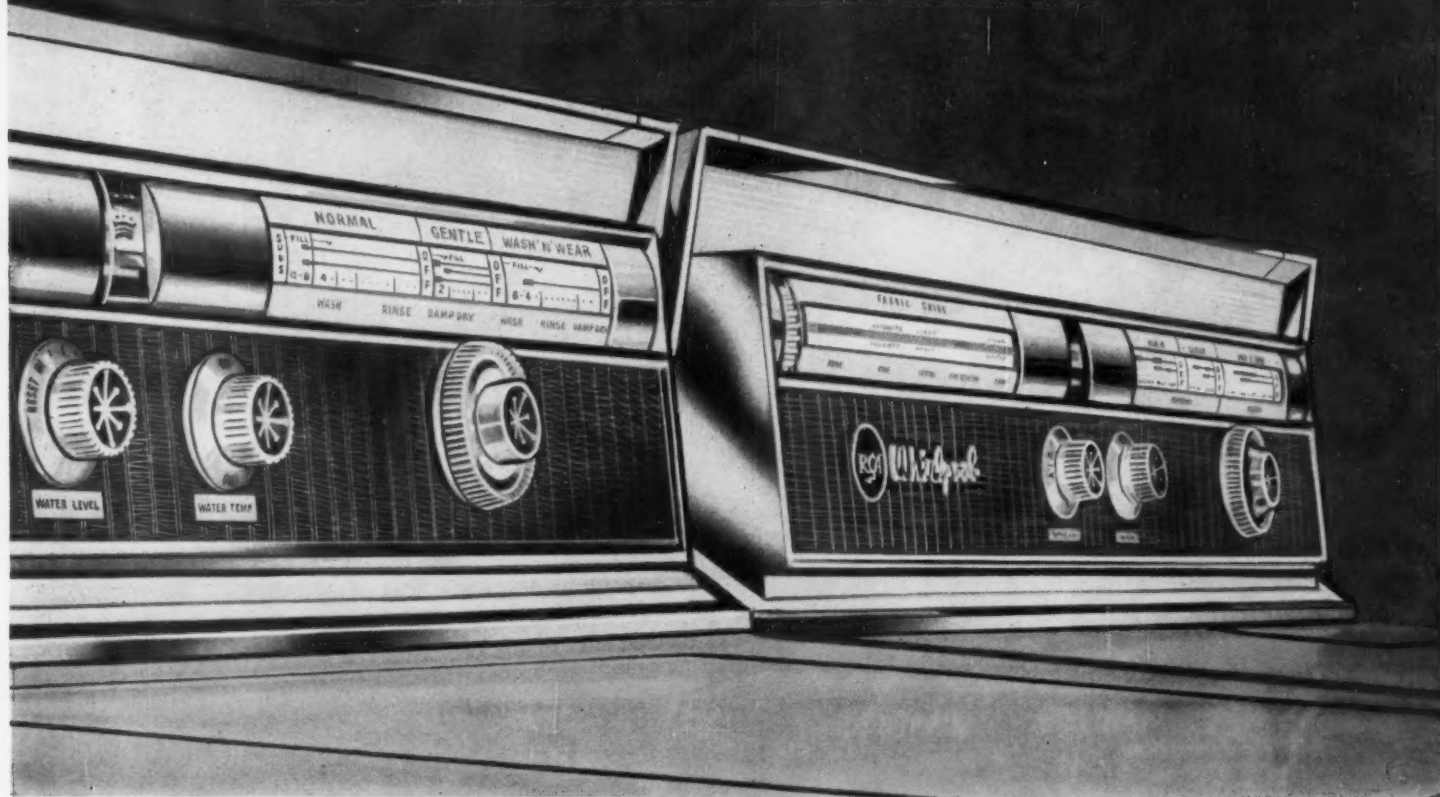
RCA WHIRLPOOL Home Appliances . . . Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

*Join up! . . . It's easier to sell RCA WHIRLPOOL than sell against it!*

Use of trademark  and RCA authorized by trademark owner Radio Corporation of America



**in your kitchen planning it's profitable to include  
this LAUNDERING CONVENIENCE**



**DRYERS HAVE AUTOMATIC FABRIC CONTROL...**





## THE CONFIDENT WIFE

(whose job is Purchasing Agent)

By purchasing in quantity, and in quality, our young reader-wife keeps family-favorite foods flowing from her freezer—ready on demand at any time. And just as her freezer keeps foods fresh for the future... all her appliances keep *her* fresh for family fun.

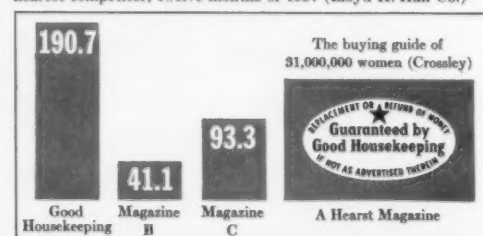
There's a lot of wisdom in her management of time and money. And for the newest and best ways to do this she turns to Good Housekeeping... the magazine that gives more than twice as many pages on

home furnishings, appliances, and home-making equipment as its nearest competitor.

This is the magazine that checks every appliance in its pages—editorial and advertising—in its famous Institute and laboratories. And the proof of every promise is wrapped up in the Good Housekeeping Guaranty Seal.

No wonder Good Housekeeping is the magazine she learns by, lives by—buys by... in a mood of confidence!

**104.3% MORE PAGES ON HOME FURNISHINGS, HOMEMAKING AND APPLIANCES-EQUIPMENT** in Good Housekeeping than in its nearest competitor, twelve months of 1957 (Lloyd H. Hall Co.)



# SHE'S SO SURE WHEN GOOD HOUSEKEEPING SAYS SO!



**NOW! An Exclusive SELLING PLUS for you.**



**NOW  
BEN-HUR**  
*America's Finest Freezer*  
**HAS A  
10 YEAR  
WARRANTY\***

*(The Only Such Warranty In  
The Freezer Industry)*

Chest, Upright, "Duet" Freezer-Refrigerator Combination or Built-In . . . A model and a size to fit every family need. 9 cu. ft. to 21 cu. ft.



\* Replacement Compressor Price Pro-rated After 5 Years

**TEAR OUT AND MAIL TODAY!**

BEN-HUR MFG. CO., Dept. L8, 634 E. Keefe Ave.  
Milwaukee 12, Wis.

*Tell me all about Ben-Hur and how I can sell  
more . . . by selling BEN-HUR.*

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**LARGEST EXCLUSIVE MANUFACTURER OF HOME FOOD FREEZERS**



9 OUT OF 10 OF YOUR CUSTOMERS  
WILL HEAR ABOUT IT THIS SPRING!



# NEW Bissell

## INTRODUCTORY OFFER

### BIG PROFIT MARGIN



Fair-traded at

**\$14.95**

Special Introductory Offer lets you give customers a FREE can of Shampoo Master Concentrated Liquid Rug Cleaner—worth \$1.98—when they buy the Shampoo Master Applicator at \$14.95, at full-profit margin to you. Both items packed in one introductory carton.

## EVERY HOME WITH RUGS NEEDS ONE!

### BREAKING SALES RECORDS EVERYWHERE!

Retailers order Shampoo Master Applicators and Concentrated Liquid Rug Cleaner 3 and 4 times in first weeks! A top Cleveland department store sold out twice the first week! A Louisville store owner said, "Shampoo Master gave me my biggest week this year." Two leading Grand Rapids stores recorded 720 sales in first three weeks handling Shampoo Master. It's the same everywhere. Shampoo Master is a real hit!

### HUGE NATIONAL ADVERTISING CAMPAIGN

Full-color ads this spring—in LIFE, LOOK, READER'S DIGEST, SATURDAY EVENING POST, GOOD HOUSEKEEPING, BETTER HOMES & GARDENS—and full-page ads in many leading newspapers. Shampoo Master will also be advertised on the very top nighttime TV shows.

## *Big things are happening at Bissell*

- ★ Bissell puts up \$6,000 worth of prizes in your name, in Bissell Sweeper-Stakes!
- ★ Big push on complete new line of sweepers!
- ★ First promotional sweeper dream-designed by Harley Earl Associates—sells for only \$9.95!

- ★ First multimillion dollar advertising campaign in sweeper history!
- ★ Complete selling aid for dealers—new Bissell 24-page "Trailblazer"!
- ★ Call your Bissell salesman and hear all about it! Big things are happening at Bissell!



# SHAMPOO MASTER

APPLICATOR AND  
CONCENTRATED  
LIQUID RUG CLEANER

**CLEANS A 9x12 RUG PROFESSIONALLY IN 30 MINUTES AT HOME—AT 1/10TH THE COST!**



**Lady, get off your knees!** Now Bissell's new Shampoo Master Applicator does all the hard work for you. No stooping. No scrubbing. No messy mop-ups. Your hands never touch the liquid or rug!



**Cleans a square foot for 1¼¢.** Each can of Shampoo Master Concentrated Liquid Rug Cleaner cleans one-and-a-half 9 x 12 rugs, or 162 square feet of carpeting. Applicator is built to last—save hundreds of dollars in cleaning bills.



**Removes stains professional cleaning removes.** Milk, coffee, soft drink and greasy food stains disappear with a few easy strokes. Shampoo Master Concentrated Liquid Rug Cleaner leaves rugs beautifully clean, soft and fluffy.



REPLACEMENT OR A REFUND OF MONEY  
Guaranteed by  
Good Housekeeping  
IF NOT AS ADVERTISED THEREIN

**NOW A WOMAN CAN SHAMPOO RUGS STANDING UP** (*Easy as pushing a carpet sweeper!*)

Just glide the applicator over the rug. A trigger in the handle releases liquid rug cleaner to be sponged deep into the rug. Soil and stains are removed as though by magic! The liquid rug cleaner is absolutely safe for people and pets. One can cleans one-and-a-half 9x12 rugs. Most customers buy two—come back for more.

**SAFE FOR ALL  
TYPES OF RUGS**  
(even antique Orientals!)

**Bissell**  
Made and guaranteed by the makers of famous Bissell Carpet Sweepers—  
The Bissell Carpet Sweeper Company, Grand Rapids 2, Michigan



**The most profitable deals  
in electric clock history!**

**Ingraham**

**announces two "Baker's Dozen"  
deals that give you a gross  
profit of more than 50%!**



**T**o dealers who have not enjoyed the sales benefits of Ingraham's fast-moving, new line of electric clocks, here's a golden opportunity to really cash in on extra profits.

Until April 30, Ingraham offers two "Baker's Dozen" deals—you pay for twelve clocks, you get FREE a clock retailing for \$9.50—and either deal gives you a gross profit margin of more than 50%!

All of the models comprising these two spe-

cial deals have been selected on the basis of nation-wide sales demand. All of them have the smart, trim-line styling that has put the new Ingraham electric line in a class by itself, all of them are powered with Ingraham's exclusive super-silent, dependable Synchro-Dyne Motor.

Choose the deal that suits your customer wants best—call your Ingraham distributor (or write us for his name)—and you're in business!



**\*Baker's Dozen Deal (A-6)**

You buy 12 fast-moving Ingraham electric alarm clocks, retailing from \$3.98 to \$7.98.

**Your Cost: \$45.86**



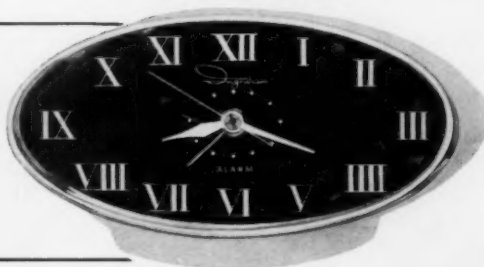
**\*Baker's Dozen Deal (KA-5)**

You buy an assortment of 8 popular Ingraham electric alarms (retailing from \$3.98 to \$6.98) and 4 Ingraham kitchen wall clocks (retailing from \$3.98 to \$8.98).

**Your Cost: \$42.88**

**\*FREE**

with either deal, this beautiful Ingraham "Empress" electric alarm, selling for \$9.50. It will be shipped direct to you upon receipt of the postage-paid request card included with each assortment.



**YOUR GROSS PROFIT = 50% PLUS**

Remember, too, the four profitable Ingraham display deals that include FREE, COLORFUL wall or counter units that help build fast impulse sales.

**TODAY mail this coupon**



THE E. INGRAHAM CO., BRISTOL, CONNECTICUT

Please ship the following through my Ingraham Distributor

\_\_\_\_ Baker's Dozen Deals A-6    \_\_\_\_ Baker's Dozen Deals KA-5

STORE NAME .....

INDIVIDUAL .....

ST. & NO. ....

CITY .....

STATE .....

MY INGRAHAM DISTRIBUTOR IS .....

There's nothing so powerful as an idea!



Once upon a time a lot was to build a house on. And people did most of their living inside of the house. *But look what an idea can do!*

Better Homes & Gardens started showing people how to get more out of living by living more out-of-doors. They've kept featuring articles about outdoor living—how to plan for more play space on a narrow lot, how to have a second “dining room” in the back yard, even how to shop for a swimming pool.


And because BH&G's editors have such a happy faculty for making reality more fascinating than anything else in the world, the men and women who read Better Homes & Gardens are living “all over the lot” these days—outdoors as well as indoors.

For advertisers, every new idea BH&G gets behind means new sales opportunities. Outdoor living means building materials, patio furniture and garden tools. And barbecue equipment and suntan oil and maybe even swim suits, too! The sales climate that Better Homes & Gardens creates is truly unique among the major media. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

$\frac{1}{3}$  of America reads **BH&G** the family idea magazine

4,500,000 COPIES MONTHLY





**Giant Clown Doll\* Free** to your customers during carnival days. Retail value \$5.95. See your Dormeyer Salesmen for details on this colorful traffic-builder!

# Big Carnival Coming!

\*With purchase of any Dormeyer Appliance



# DORMMEYER

America's only

Here they are!  
Dormeyer mixers  
with all the most  
wanted new fea-  
tures for 1958!



**Dormeyer Portable.** Years ahead in flashing beauty, streamlined design, new features! Three full-powered speeds do almost everything a larger mixer can do. Lightweight, easy to use, easy to clean. Automatic beater release. In yellow, pink, white, turquoise or chrome. Model 18.



**Dormeyer Silver Star.** This all-chrome DeLuxe Mixer mixes, grinds, shreds, slices. Gleaming chrome mixer head and base, two sparkling stainless steel mixing bowls. No extra charge for attachments! Ten full power mixing speeds. Automatic beater release. Model 4400.



**Dormeyer Golden Goddess.** 24-carat gold plate trim in modern Danish design. Capacity 10 cups. Keeps coffee hot, or re-heats cold coffee without re-brewing. "Jewel" signal light winks on when coffee is ready. Model 22.



**Dormeyer Coffee-Well.** Makes perfect coffee every time. Has a selector for warm or brewing. Big 10-cup capacity, jewel signal light, special no-drippouringspout. Beautiful chrome-finished aluminum. Model 6901.



**Dormeyer Coffee-Maker.** All stainless steel body and cover. Modern Danish design. Easy to clean. Makes 10 cups automatically. Makes three different strengths of coffee at one brewing. Model 16.



**Dormeyer Coffee-Well.** All new... and a beauty, too! Designed in lovely, lasting chrome-finished aluminum. "Warm and Brew" Selector. Big 10-cup capacity, graceful new handle, modern design. Model 24.

**Dormeyer**  
compar  
Finish  
mecha  
livers  
wells f



# VALUE CARNIVAL!

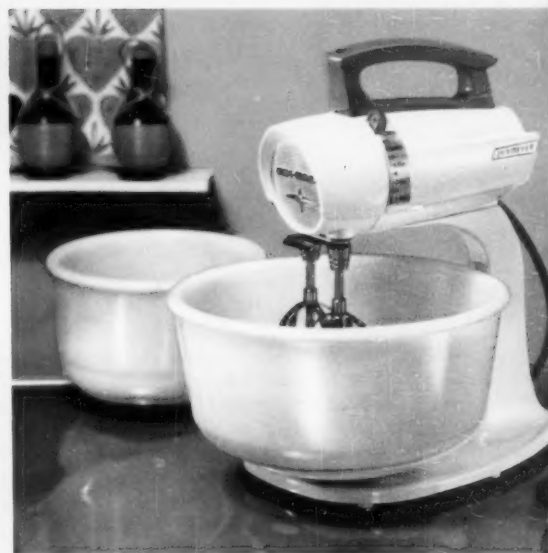
complete line of household appliances



**Dormeyer Princess.** So beautiful, so practical you'll love it in your kitchen. You get an electric food grinder, a mixer, complete juicing attachments, plus a detachable mixer head that is portable for use anywhere. Opal glass mixing bowls. Automatic beater release. Model 5700.



**Dormeyer Mix-Well.** You get a bonus of dozens of extra uses from this mixer. Includes electric food grinder and juicer. Ten full-powered speeds for any mixing job. Automatic beater release, Magic-Mix arm, two opal glass bowls. Portable, too. Model 5100.



**Dormeyer Mix-Maid.** Ideal gift for brides. Nine full-powered speeds. Automatic beater release. Gleaming white mixer head and base; two opal glass mixing bowls. Remove the head and you have a portable mixer for use anywhere in your kitchen. Model 9700.



**Dormeyer Golden Goddess Toaster.** Perfect companion to the Golden Goddess Coffee-Maker. Finished in lustrous, rich 24-carat gold plate. Unique mechanism takes the temperature of the bread, delivers toast light, dark or golden brown. Extra wide wells for rolls or muffins. Model 6306.



**Dormeyer Pop-Up Toaster.** Makes perfect toast every time because the "moisture-response" control assures you even color . . . light, golden or dark. Even warms toasted bread without retoasting or darkening. Polished chrome finish. Hinged crumb pan for easy cleaning. Model 6303.



**Dormeyer Silver Blendwell.** All-chrome base. Famous hurricane action. Big 32 ounce container. Self-cleaning. Never needs oiling. Model 5907. Available in pink, white and turquoise.



# ...And here's more DORMEYER CARNIVAL VALUES!



**Dormeyer Grill-Well.** Fries eggs, bacon, pancakes—big enough to hold 15 good-sized hamburgers. New thermostat and Grill-Well is completely immersible when plug is disconnected. Made of bright-finished cast aluminum. Sparkling aluminum cover with easy-to-adjust steam vent optional. Ideal for the large family. Model 9900.



**Dormeyer Fri-Well.** It's a fryer. It's a cooker. Use it for deep frying, stewing, roasting, casserole dishes. Has automatic thermostat control and cooking-frying guide. Model 6000.



**Dormeyer Hurri-Hot Electric Cup.** America's most useful kitchen appliance. Warms baby milk, boils eggs, heats soups, makes beverages . . . and fast! Removable lid, 3-egg removable egg rack. Polished chrome aluminum. Model 6700.



**Dormeyer All-Purpose Broil-Well.** Portable broiler, rotisserie, roaster-oven complete in one handsome chrome unit. Roasts evenly, perfectly. Super fast infrared heating element. 4½ hour electric timer. Giant capacity. Model 8801.



**Dormeyer Deep-Fry Cooker.** Makes fried chicken, doughnuts, etc. Holds four quarts of stews, soups, other foods. Jewel signal light automatically flashes when correct temperature is reached. Model 6200.



**Dormeyer Fri-Way Electric Skillet.** Amazing new Dorma-Stat Control lets you choose the temperature you want, and regulate it from the control knob on the Dorma-Stat. Unplug the Dorma-Stat, the whole unit can be immersed for easy cleaning. Gleaming forged aluminum. Handsome matching cover. Model 20.

# DORMEYER

*America's Only Complete Line of Household Appliances*

DORMEYER CORPORATION, CHICAGO 10, ILLINOIS



# Take a **BIG BITE**

for yourself . . .



People are realizing the value of soft water. They are buying water softeners. Get your share of the profit from this wide-open, fast developing market. Sell MODERN water softeners and you sell the best . . .



So easy to demonstrate — graphically, convincingly, plenty of margin for sales promotion etc. and still "TAKE A BIG BITE" of profit for yourself . . .



**MODERN'S**  
many selling features and  
full mark up mean  
**MORE DEALER PROFIT**

- We're developing a new system for distribution and sales of Water softeners. It means longer profits for you, more promotional and sales helps from us and greater customer satisfaction for all . . .
- MODERN'S many selling features easy installation and long life construction make it the most desired line to handle.

**"You don't have to follow the leader you can be ONE"**

#### ● SALES AIDS FURNISHED

We provide you with complete information about the products, sales kits, demonstration kits, free water analysis laboratory service, co-op local advertising, mailers and all the sales and promotion helps you need.

#### THE MODERN LINE IS COMPLETE — MODELS FOR EVERY PURPOSE EVERY POCKETBOOK

- **DYNAMATIC** head and shoulders above anything else in the field—automatic without electricity. **SUBURAN** completely automatic electric. **DELUXE SA** finest most dependable triple purpose automatic you can handle. **THRIFTMASTER** triple purpose, single valve operation, amazing low price—a real leader.

#### ● THE MODERN LINE IS A NATURAL FOR VOLUME SALES . . .

In stores handling appliances, Hardware, Building Specialties, Home improvements, Plumbing fixtures.

**HANDLE "MODERN" WATER SOFTENERS AND YOU HANDLE MORE PROFIT**

*Investigate Now . . .*

REGARDING DEALERSHIP OR DISTRIBUTORSHIP IN YOUR TERRITORY.

**write**

FOR COMPLETE INFORMATION  
AND FREE LITERATURE

*Today!*



★ ★ ★ ★ ★  
**DEALERS' PROFIT  
 EDITION**

# HOUSEPO

SPRING,

## THE ENTIRE ELECTRIC NATIONWIDE

**\$100,000 CONTEST  
 ANNOUNCED BY E. E. I.**

NEW YORK CITY—March 1, 1958—The \$100,000 HOUSEPOWER Contest is proceeding most satisfactorily according to Mr. E. O. George, Chairman of the Wiring Promotion Committee of Edison Electric Institute. February 1, 1958 marked the kick off and special emphasis was given during National Electrical Week, February 9 to 15. The Contest is being sponsored by Edison Electric Institute through the months of February, March and April, and entries to date indicate that the Contest will surpass the 315,000 mark set by a similar Contest held in 1956.

"We are extremely pleased by the returns to date," said Mr. George "and feel that the Contest is fully accomplishing the goals originally set forth."

The purposes of the Contest are: to increase public awareness of inadequate wiring and to supply wiring modernization sales leads to electrical utilities for contractors.

Readers of contest ads are receiving a HOUSEPOWER message from the inadequate wiring situation depicted by the cartoon. In addition, text material to assist entry preparation gives more information so that the contestant becomes fully aware of low HOUSEPOWER while writing a caption.

The Contest is being advertised in national magazines by Edison Electric Institute, and locally by utilities through such media as newspapers, radio and television.



According to Mr. George, "—the success of the Contest thus far can be attributed only to the unified efforts of the electric utility companies contributing to the HOUSEPOWER Program, and to our industry allies—a sincere vote of thanks is due the thirty manufacturers who believe so strongly in the Program that they have supplied over \$90,000 worth of electrical appliance prizes for use in the Contest."

**UTILITIES \$70 MILLION  
 TO BOOST DEALER SALES!**

**Live Better Electrically Announces Biggest  
 Spring Campaign**

NEW YORK — Lagging appliance sales will get a tremendous shot in the arm this spring, as the Live Better Electrically national advertising program, supported by Frigidaire, General Electric, Hotpoint, Kelvinator, Philco, RCA-Whirlpool, Westinghouse and other leading manufacturers gains momentum.

To date, 99 utilities plan 420 local promotions between February and June, with more expected to climb on the band wagon. The purpose: to sell, sell, sell appliances by tying-in and expanding L.B.E.'s multi-million dollar non-brand national advertising campaign at the local level.

Unusual profit opportunities loom for dealers who tie-in merchandising activities to the Live Better Electrically theme, use the seal and slogan in display and promotion material, and participate in local utility newspaper, radio and TV activities. Dealers should contact local utility offices for full information on local Live Better Electrically campaigns.

**National TV Shows Will Tell  
 Millions to Live Better  
 Electrically**

In 1958 the entire C.B.S. network will carry a L.B.E. commercial each month. Each commercial has been prepared and scheduled to lend maximum support to the appliances and services listed in the Edison Electric Institute Promotional Calendar (available from your local utility office).

Among the famous personalities to be viewed coast to coast on C.B.S. and other networks:

**Ronald Reagan**—starring in the "General Electric Theatre," CBS, Sunday, 9 PM, E.S.T., General Electric Co.

**Betty Furness**—Star attraction of "Studio One," CBS, Monday's, 10 PM, E.S.T., Westinghouse Electric Corp.

**Walter Brennan**—Starring in "The Real McCoy's," ABC, Thursday's, 8:30 PM, E.S.T., Sylvania Electric Products, Inc.

**Eddie Fisher**—"The Eddie Fisher Show," NBC, alternate Tuesday's, 8 PM, E.S.T., Whirlpool Corp.  
**Perry Como**—"The Perry Como Show," NBC, Saturday's, 8 PM, Whirlpool Corp.

**George Gobel**—"The George Gobel Show," NBC, alternate Tuesday's, 8 PM, E.S.T. Whirlpool Corp.  
 . . . and **Fran Allison**—Patrice Munsel—Clint Walker

**Live Better Electrically  
 Advertising Will Reach 3 Out of  
 Every 5 Families**

Ads have been carefully prepared and timed to spearhead the industry-wide Spring push. By featuring a broad selection of appliances, these ads will support the local promotion of specific appliances by utilities.

**DEALERS CASH-IN WITH  
 TRAFFIC-BUILDING DISPLAYS**

NEW YORK — Retailers are reporting increased floor traffic and sales from use of \$100,000 Contest WINDOW BANNERS and Display material. Early indications are '58 promotion will exceed record number of Contest entry blanks picked up locally in 1956.

Contest Merchandising Kits, including counter display, window banners, mats, etc., also entry blanks are available now from co-operating electric utilities. Retailers should contact local utility office for full information on Contest tie-in and traffic-building display material.





1958

## INDUSTRY LAUNCHES PROMOTION

### UTILITIES DISTRIBUTING ONE MILLION COPIES OF DRAMATIC BOOKLET

"One Hundred Fifty-One Ways to Live Better Electrically with Full Housepower" is the title of a new educational booklet being distributed to consumers nationally by The Edison Electric Institute through local utility companies.

The booklet, a 56 page pre-print from "LIVING's New Guide to Home Planning and Remodeling," describes in striking format the convenience, the savings and pleasures of modern electric living.



### FAMOUS ADVERTISERS CO-OPERATE WITH UTILITIES

Free national distribution of this booklet was made possible only by the full support of the following manufacturers. The product advertising of each appears in the issue:

Easy Laundry Appliances	Landers, Frary & Clark
Frigidaire	The Tappan Company
General Electric Company	Westinghouse Electric Corporation
Hotpoint Company	Edwin L. Wiegand Company
Kennecott Copper Company	

### LIVING'S NEW GUIDE SPEARHEADS ALL-OUT SPRING SALES DRIVE

**Utilities, Manufacturers, Distributors, Retailers Participate**

#### The First Issue Of New Consumer Magazine Fires The Imagination Of Entire Electric Industry

DAYTON, OHIO — Seldom, if ever, has a new publication sky-rocketed to national prominence so rapidly. Conceived by Street & Smith Publications, Inc., publishers of LIVING For Young Homemakers, "LIVING's New Guide to Home Planning and Remodeling" was chosen to "blast-off" the largest consumer promotion ever undertaken by the electric industry.

#### New Publishing Concept

Initially, this new magazine went on sale at newsstands all over the country February 20th at \$1.00 per copy; containing 200 editorial and advertising pages divided into three sections. (1) New Home Plans, (2) Remodeling, and (3) "151 Ways to Live Better Electrically with Full Housepower."

Prior to February 9th (the opening day of National Electric Week) 1,000,000 copies of the "151 Ways to Live Better Electrically with Full Housepower" section were lifted from the magazine, specially covered and bound, and delivered to electric utility companies for distribution to consumers. Local utility companies paid for the cost of the pre-prints and for their distribution in each area. Advertising revenue supplied by several of the country's leading manufacturers was used by the publisher to help defray the cost of the pre-prints, thereby permitting maximum use by local electric utilities.

#### How The Promotion Works

Both the newsstand copies of the new magazine and the 56 page utility pre-print feature the \$100,000 House-power Contest. Both the magazine and the pre-print show in complete detail the wonders of modern electric living.

Retailers, by contacting their local electric utility or their suppliers, can tie in with the promotion. (Complete Merchandising Kits, including window banners, displays, mats, etc. are available at cost.) Each retailer then becomes a contest headquarters,

able to supply customers and prospects with Contest entry blanks and full information. The \$100,000 offered in prizes includes \$10,000 in cash and hundreds of appliances. Actual prize models are displayed and floor traffic increased.

#### Generates Sales Power At The Retail Level

The full impact of the promotion hits at the retail level. Millions of consumers are urged to pick up entry blanks at their local electric utility or electrical appliance dealer. Increased floor traffic means increased sales.

Retailers who have not already availed themselves of this promotional "shot in the arm" can do so immediately by calling their local electric utility or contacting their supplier — (many co-operating manufacturers have special material of their own available for retailers.) If, for any reason, your local utility is out of tie-in material, write or wire.

### LIVING FOR YOUNG HOMEMAKERS

575 MADISON AVE., NEW YORK 22, N. Y.  
ATTENTION: Mr. George W. Hoagland

Name .....

Address .....

City ..... State .....

# "...makes the selling job a lot easier for our dealers"

says **I. H. FAUGHT**, vice president and general  
manager of Appliance Distributors, Inc., Oklahoma City, Okla.

"COMMERCIAL CREDIT PLAN has become an inseparable part of our operation since we started using it eight years ago. Definitely it makes the selling job easier for Amana food plan dealers because it provides financing of the total sale through one dependable source. Also, in addition to floor plan financing, COMMERCIAL CREDIT provides a complete set-up for reaching all income levels. It's good business for the appliance dealer to have full control of his financing. COMMERCIAL CREDIT's methods keep paper work at a minimum and the insurance features are good selling points as well as important protection for the dealer."



## **Commercial Credit dealers are successful dealers**

Write or call our nearest office for complete  
information on the benefits of COMMERCIAL  
CREDIT PLAN. Why not do it today?



A service offered through subsidiaries of the  
Commercial Credit Company, Baltimore . . . Capital  
and Surplus over \$200,000,000 . . . offices in principal  
cities of the United States and Canada.

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ARTISTS  
supplies.



**ARTISTS', printers', photographers'**  
supplies. Profitable additional line.

DISTRICT MANAGER NYC area, pro-  
motion in 3 months to exp PHARM  
detailist who proves his ability. Will

ter grade retail store. Experiences  
2300 Times.

1202 6th Ave, nr 47th, CL 4 10022  
JEWELRY SALESMAN

~~PIANO SALESMEN~~

**Biological experiments**

## HELP YOURSELF TO GOOD HELP CONTINUED

either accomplish more with your present staff or replace the weak links. If you gross over \$6.50 per payroll dollar, then your unit output is OK and you'll have to increase your profits by building up more volume. That means adding to your help where it will do the most good.

### Finding the Right People

The first place to look for personnel is right in your own organization. If your eager deliveryman is a goodwill builder and a salesman in the bud, promote him and hire another good deliveryman. Nothing makes a more solid, successful team than the policy of building from within.

On the other hand, don't waste time trying to make silk purses out of sows' ears. If the right material isn't in your organization, check your file of employment applications. By conscientiously grading and filing every application received and weeding the deadwood yearly you will create a reference which often will make further search unnecessary. Ask your employees to get on the grapevine and urge desirable acquaintances (not relatives or intimate friends) to put their applications on file just in case.

Never overlook the ability of part-time employees to iron out the weekly clerical, sales and delivery peaks. A husky high school student who needs the work can fill in afternoons and Saturdays at a fraction of the cost and double the effectiveness of a full-time roustabout. At one time we had the jobs of office clerk, delivery assistant, and outside collector all being filled by part time junior college students. At twenty dollars a week we gladly overlooked their irregular schedules and despite the skeptics, we found most students serious, industrious workers, anxious to please and quick to learn.

There is also the increasing practise of "moonlighting"—where one man has two jobs. The five day week makes many a non-golfer or non-fisherman a Saturday pest at home. Display ad schedules and layouts, bookkeeping, direct mail production, even refurbishing trade-ins are a few of the tasks which we accumulated for Saturday assignment to very competent "moonlighters" who were happy to give us more than our money's worth.

THIS TABLE, based on author Ward's own experience and NARDA reports, shows that a dealer should do a volume of \$140,000 a year in order to support five employees. Even though the owner-manager salary is given as a minimum of \$125, Ward points out that it can't really be justified until volume reaches \$175,000 a year. For metropolitan areas the salaries shown would have to be revised upward.



LET the job candidate do most of the talking in a hiring interview.

### How Big a Payroll Can You Afford?

TOTAL EMPLOYEES	3	4	5	6	8	10	14
Yearly Gross	\$85,000	\$110,000	\$140,000	\$160,000	\$200,000	\$265,000	\$370,000
Net Profit	680	1,000	1,400	2,000	3,400	5,300	8,500
Owner's Salary	6,500	6,500	6,500	6,500	6,500	7,800	8,300
Owner's Total Compensation	7,180	7,500	7,900	8,500	9,900	13,100	16,800
Composition of Weekly Payroll							
Owner-Manager	125	125	125	125	125	150	160
Sales-Manager	-	-	80	85	90	110	120
Floor-Salesman	-	-	-	-	-	75	80
Salesman	-	-	-	-	-	-	70
Salesman	-	-	-	-	-	-	70
Office Manager	-	75	75	75	80	80	85
Bookkeeper	-	-	-	-	60	65	70
Collector	-	-	-	-	-	-	65
Clerk	-	-	-	45	45	45	45
Service Manager	75	75	75	75	75	85	85
Service Ass't	-	-	-	-	-	-	65
Delivery	50	50	50	50	50	60	60
Del'y Ass't	-	-	-	-	45	50	50
Janitor	-	-	-	-	-	45	45
Total Weekly Payroll	\$250	\$325	\$405	\$455	\$570	\$765	\$1,070



EMPLOYMENT APPLICATION				
<b>PERSONAL</b>				
Date _____ Name _____				
Social Security No. _____ Street _____				
City _____ Phone _____				
Birthplace _____ Date of Birth _____				
<div style="display: flex; justify-content: space-between;"> <div> Married ( ) Are you eligible? Yes ( )  Single ( ) to be bonded? No ( )  Number of Dependents ( )  Are you subject to military service? Yes ( ) No ( ) </div> <div> Condition of Health  Excellent ( )  Good ( )  Fair ( ) </div> <div style="border: 1px solid black; padding: 2px; font-size: 0.8em;"> Do Not Write In This Space  10 60  20 70  30 80  40 90  50 100 </div> </div>				
Give names and addresses of two responsible references, excluding relatives or former employers:				
<b>EDUCATION</b>				
Name	Years Attended	Date Graduated		
Grammar School				
High School				
College				
<b>EMPLOYMENT</b>				
Last Employer	Date Employed From	To	Salary	Reason for Leaving
Next Previous Employer				
Next Previous Employer				
<b>MISCELLANEOUS</b>				
What is the minimum salary you would consider? _____				
What are your hobbies? _____				
Why do you wish to work for us? _____				
What kind of job do you prefer? _____				

INTERVIEW REPORT (not to be filled in by applicant)	
Name: _____	
Interviewed By: _____ Date: _____	
Position interviewed for. _____	
<b>PERSONALITY</b>	
Neatness in person and dress	0 1 2 3 4 5 6 7 8 9 10
Sociability, Tact, Stability	0 1 2 3 4 5 6 7 8 9 10
<b>MOTIVATION</b>	
Need for increased income	0 1 2 3 4 5 6 7 8 9 10
Urge to work for us	0 1 2 3 4 5 6 7 8 9 10
<b>EDUCATION</b>	
Grammar School	0 1 2 3 4 5 6 7 8 9 10
High School	0 1 2 3 4 5 6 7 8 9 10
College	0 1 2 3 4 5 6 7 8 9 10
<b>EXPERIENCE</b>	
Present Job	0 1 2 3 4 5 6 7 8 9 10
Previous Job	0 1 2 3 4 5 6 7 8 9 10
Previous Job	0 1 2 3 4 5 6 7 8 9 10
TOTAL SCORE _____	
In space provided on reverse side, upper right encircle nearest round number to total score.	
Comments: _____	
_____	
_____	
_____	

SAMPLE APPLICATION and Interview Report as used by Ward and which he claims are absolutely necessary in order to obtain better than

average personnel. Interview Report form should be filled out after the interview, not while it is in process.

When a man's regular work isn't too demanding, he *needs* another outlet for his energies. One of our star salesmen was a city fireman (on alternate weeks). We also had a man and his truck on call who otherwise had an improbable government job which merely required that he sleep in an office to hear the phone ring!

#### How to Advertise for Help

Before you put an ad in the newspaper, check the "situations wanted" columns. These ads usually originate with excellent prospects, already employed, with enough initiative to make the first move toward climbing out of a rut. When you run an ad, confine it to one job and put a punch in the first two words. These two words are usually put in heavy type or caps by the paper. Don't waste them with a redundant "man wanted," capture your reader with something like "Lifetime Opportunity."

Since employed people rarely answer blind ads, use your store name, not a box number. Specify enough of the job requirements to discourage the unqualified. In the ad refer the applicant to the office manager or sales manager. He can then spare you much detail by sifting out the

(Continued on page 81)

STANDARD operating procedures are the remedy for vague lines of authority that confuse procedure and inconsistent policies that upset an organization.



## BETTER HOME

# merchandising

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### PROMOTION: Free Vacations Move Majors in Summer

Combining business and pleasure can be top-notch home merchandising. For a summertime shot-in-the-arm, Don Nelesen of Mullen's for Appliances, Sheboygan, Wis., gave away free family vacations with every major appliance sold over a two-week period in early summer.

**THE COST.** By buying and guaranteeing, the space well in advance, Nelesen found he could get the costs for a family down to \$50 for a week's stay in a group

of North Woods resorts. The rest of the deal was a matter of pricing and promoting. The resort area Chamber of Commerce and the Wisconsin State Conservation Commission helped out with loans of stuffed record fish, photos and signs, and plenty of greenery to decorate the store.

**TIME OR MONEY.** With the windows full of vacation lures and a two-page, color ad to kick off the promotion, Nelesen got plenty of traffic. The majority of the cus-

tomers preferred a \$50 discount to taking the trip, but some 50 went to the North Woods for a week, and all the prospects came in to "see about" the free vacations.

**EVERYBODY WINS.** This was a home merchandising situation where everybody made a little money—Nelesen moved a substantial number of majors, the customers got either a good deal or a free vacation, and the resort owners got assured traffic during a cool summer.

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### REMODELING SALE: Sidewalk Display Clears \$100,000 Inventory

During remodelings, most dealers find their sales down. Dick Palmer of Palmer Tire Co., Macon, Ga., changed all this with an inventory clearance sale, held during a remodeling.

**24 HOURS A DAY.** Palmer got police permission to stack a 300-piece stock on the sidewalks, and then, through newspaper and radio, advertised he was in business on the street 24 hours a day 'til the remodeling was finished.

**COME-ON.** The ad theme was that "\$50,000 inventory must be liquidated," but no prices were shown." Palmer got a

small local station, which ordinarily went off the air at midnight, to broadcast all night from the street in front of his store, and before long, there was a "three-ring circus" going on day and night.

**HULLABALOO.** Various organizations in Macon took advantage of the radio broadcasts for street dances, and small local bands vied for the privilege of playing to the assembled crowds. Palmer's salesmen got special incentives for the unusual hours, and the one man who stayed from midnight to 6 am found himself making sales all night. The promotion allowed real fast-stepping merchan-

dising: at one point, when it started to rain, Palmer's announcer said, "It's raining all over this stuff—come on down and save!" And customers did—all night in the rain.

**RESULTS.** According to Palmer the two-week sale moved more than double the "\$50,000 inventory," a case where better home merchandising turned a liability into an asset.

Dealers who are stymied as to how to go about interesting customers in home modernization have a new and simple answer: Just throw a party for a newly-modernized kitchen.

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### MODERNIZATION: A Party for a Kitchen

Frenchman and Sweet, of 53 Canal St., Rochester, N. Y., gave their better home merchandising a shove by throwing such a party in the home of Mr. and Mrs. J. Hilliard, 70 Klick Road, Rochester. They saw to it that suspense was built up for the event by keeping the Hilliards' new St. Charles kitchen carefully under wraps while being installed. Upon completion, they arranged with the Hilliards to have seven couples attend a "Kitchen Party."

**PROSPECT GUESTS.** The new kitchen unveiling was thoroughly dramatized.

Party time was 8 p.m. sharp, at which time the guests were presented with kitchen booklets, a yardstick souvenir, and were allowed to draw for the portable mixer door prize. Only then were the guests allowed to gasp at the glistening splendor of the new kitchen. Refreshments and buffet, of course, followed.

Before the evening was over they also viewed the LBE movie, "Meet Mrs. Swensen," with Bob Mallory representing Frenchman and Sweet in the question and answer department.

Station WHAM's Louise Wilson at-

tended the affair, recorded Mrs. Hilliard's enthusiastic impressions, and replayed tapes the following day on her daily radio program. For her part, Mrs. Hilliard was tendered a gift certificate.

**TOTAL COST** of the party, including door prize and gift, came to less than \$50. For their \$50 Frenchman and Sweet grabbed exposure where it means most in better home merchandising—intimate contact among the ripest local prospects and additional publicity on a local daily radio program. *End*



**KITCHENS**

# **HOW TO TRAIN A KITCHEN SALESMAN**

**This is the place to start, because**

**YOU CAN'T SELL KITCHENS THE WAY YOU SELL WASHERS  
YOU CAN'T SELL KITCHENS WITHOUT SPECIALIST SALESMEN  
AND THERE AREN'T MANY GOOD KITCHEN SALESMEN AROUND**

**So, you listen to an expert like Ed Harder of Holiday  
Kitchens, California, who sells 10 kitchens a month  
because he trains good salesmen**

**AND THEN YOU TRAIN YOUR OWN SALESMAN—LIKE THIS ►**

**BY HOWARD J. EMERSON**

# 9 WAYS TO TRAIN A KITCHEN SALESMAN

**U**NLESS he develops a program for training men to sell kitchens effectively and profitably, there is little future for the kitchen dealer who wants to be more than a one-man operation," states Ed Harder, owner of Holiday Kitchens, Oakland, Calif. "Continuous—or at least periodic—training of new salesmen must be accepted by the kitchen dealer just as he normally plans on renewing his trucks and changing his displays."

Harder, whose kitchen-bathroom-appliance firm is grossing about \$480,000, with an average of ten complete kitchens a month, has trained more than a dozen kitchen salesmen. In emphasizing the necessity of a well-organized salesman training program, Harder points out these fundamentals:

**"You must have salesmen who know the kitchen business as a specialty—previous selling experience in durable goods may be an excellent start for your new salesmen, but it is not a substitute for organized training that will be followed by experience on jobs."**

**"You have to have a training program to get such men—there are not enough experienced kitchen salesmen to meet the present needs of dealers, to say nothing of what the industry will need as it doubles or triples in the near future."**

**"You have to make a salesman training program a permanent part of your operation—you are going to need more men and you are going to lose some as you train, either to competitors or when they go into business for themselves."**

But, there is more than recognizing the

need for a salesman training program, comments Harder. The kitchen dealer must understand and accept several factors concerning a salesman training program that are separate from the details of the training itself. He must consider:

**How long a training period is necessary for the average new salesman?** "The ideal would be about one year," says Harder. "But most dealers, like ourselves, will have to settle for about 4-6 weeks."

**How much should the dealer invest in the training of a salesman?** "At least \$75-\$100 a week salary is necessary during the basic 4-6 weeks, and maybe up to \$100-\$150 a week as a guarantee for a while after the man starts selling—then to straight commission." (At Holiday Kitchens the experienced salesmen are paid 40% of the profit on each job.)

## 1

### Teach Him to Think Kitchens, Not Components



"THINK of the kitchen as an entity, as a functional unit of the home," dealer Harder reminds his new sales manager, Carl Wilken.

"When we have trained a new salesman to think of this kitchen, not the components, then he is well on the road to success."

"Getting a signature on a contract for a \$3000-6000 kitchen remodeling job has to begin weeks or months before—when you start training the new salesman to think in terms of this \$3000-\$6000 kitchen instead of one or several \$350 appliances," states Ed Harder.

"You can accomplish much of this change of thinking through the new man's exposure to you and your experienced salesmen. He will find all of you thinking of the kitchens as a functional machine—he will see them being laid out that way on the board—he will listen to you talk to prospects about a new room that has identity as a kitchen, although it comes into being by inter-relating cabinets, appliances, accessories, wall and floor coverings.

"You will have to develop this approach in your new salesman if you expect him to be creative. Then he will be able to talk effectively to prospects about the work saving features, the cleanliness, the beauty, the psychological lift that a kitchen gives the homemaker."



## 2

## Help Him Understand How Prospects See Kitchens

"The desire for built-in appliances is leading prospects to water, but it is not making them drink. There is something more that prospects want—without it they will not go for the high price of a remodeling job," comments Ed Harder. "It is here that you must train a new salesman to understand the prospect's thinking—to know the motivations that make a couple spend \$4,500 for a new kitchen instead of \$1,500 or less for free standing appliances.

"You must teach the salesman to draw out from prospects the thinking that indicates their particular motivation. First he must have a general knowledge of the

average customer's wishes—but he can use that only as a starting place. The salesman will have to learn how to use suggestion and discussion to lead prospects into disclosing the ideas and tastes which he can use in creating a kitchen plan ideally suited to this particular couple or situation.

"The best place to train your salesmen to learn the homemaker's desires in a kitchen is two feet to the side and two feet back of you or an experienced salesman during (1) calls on prospects, (2) calls on customers during the progress of job, (3) call-backs on customers after completion."



"GUIDE THE NEW SALESMAN in learning what prospects want from a new kitchen. Teach the salesman to seek sales ideas by asking about layout, accessories, decoration, or special features. He must realize that a customer may think as highly of her planter shelves as the new appliances."

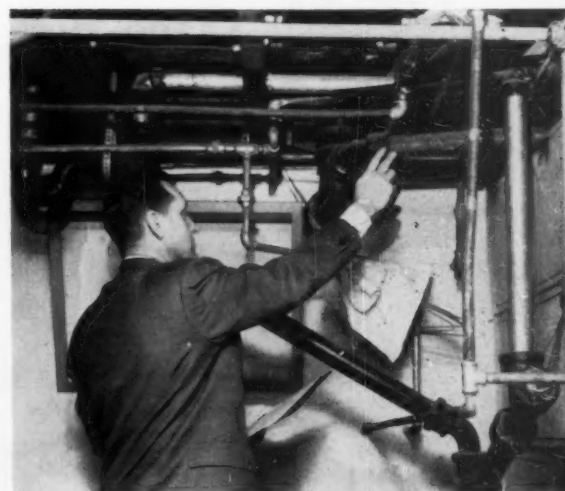
## 3

## Give Him Basic Kitchen Knowledge

"Unless, during the early stages of your training of a new man, you feel that he has been able to grasp the complete kitchen concept of thinking for his approach—and can understand how prospects feel—then this is a good time to think twice before going further with his training.

"But, if the salesman has shown aptitude he must get a course in the anatomy of a kitchen—it will be the basis of his visualizations, his layouts, his estimating, and his work during the progress of the job. In these photos we have shown some

of the ways you can give him this training—but I would like to suggest that you try to send him back to a factory training course. The cabinet manufacturers have excellent 'crash' programs that are invaluable in training a kitchen man. Now that the manufacturers of built-in appliances are starting kitchen training courses at their distributors, much of this excellent factory training can be obtained for new salesman without the \$300-\$400 that it takes to send a man back a long way to the factory."



"CONSTRUCTION KNOWLEDGE is a must on your training schedule," says Ed Harder, "but it should include exposure to alterations and additions, even oddities like this, which the salesman will meet. Your best program is to take the man with you as you estimate, also have him study jobs in progress."

MORE▶

"VISUALIZATION TECHNIQUES must be developed in the new salesman with the guidance of someone on the staff. Have him study plans supplied by cabinet manufacturers, use their training courses in layout—let him watch an experienced salesman make visuals, try some himself for criticism."



"CABINETS ARE the agent that brings the components together as a kitchen. Give the salesman every opportunity to learn the sizes and shapes, the construction features, the sales features. He can get most of this knowledge from distributor's salesmen like Joe Arrigo of Geneva, above."





"BUILT-IN APPLIANCES—see that our new salesman knows not only the products, but their relation to the functioning of the complete kitchen. We rely on distributor's men like Graybar's Hotpoint salesman Howard Reinheimer, above, to hold schools and to keep us up to date."



"ACCESSORIES—don't overlook training the salesman in hoods, fans, lights, clocks, chimes, air conditioning—they help him develop a satisfied customer, and they add profit to every job. Show him as you design jobs, on jobs in progress, and make him read the spec sheets."

# 4

## 9 WAYS TO TRAIN A KITCHEN SALESMAN CONTINUED

### Teach Him How to Handle Prospects on the Floor



"TRAIN YOUR new man in your system of handling leads and 'phone calls," says Harder. "At Holiday Kitchens, all incoming calls go through Betty Cornforth, left. In following up salesman must telephone immediately, qualify prospect—find out if they are interested in one appliance or a kitchen."



"SHOW THE SALESMAN how to build up prospects' interest in kitchen remodeling by showing features to be had only in modern kitchens—this establishes the salesman as the one who can provide these conveniences, and the dealer as the one who can handle the complete job for them."

"HAVE HIM know when to go to (or back to, if that was prospects' initial interest) individual appliances for the product and brand story. He should not do this too soon. The more the prospects interest themselves in the complete picture of the kitchen, the better."



"TEACH HIM the necessity of getting an appointment for a home call—and getting it firm right then before the prospects have a chance to see another dealer or change their minds. Show him how to get this appointment by making the prospects curious about what can be done."



# 5

## Teach Him How to Handle Prospects at Home



**"LISTEN TO PROBLEMS**—that's the first rule to teach a new salesman. From what the prospects consider wrong with the present kitchen, the salesman can develop saleable ideas on how to design a kitchen which will meet most closely the prospects' needs," says Ed Harder.



**"LISTEN TO IDEAS**—show the salesman how to continue listening as the prospects turn from what's wrong with present kitchen to what they'd like in a new one. If they want a dishwasher on right of sink, as indicated above, the salesman will put it there if practical."



**"SHOW THE POSSIBILITIES**—teach the salesman to take over slowly, but with obvious enthusiasm showing that a modern kitchen can be built here to suit the prospects' dreams. As on the floor, begin with conveniences that can be had from a custom designed and built kitchen—not from packaged appliances."



**"DISCUSS CONSTRUCTION CHANGES**, if they are necessary and advisable—show the salesman how to indicate that with his help, walls can go, kitchens can have the open, modern look, doing away with hindrances like this archway. But train him to keep suggestions within prospects' ability to buy."

**MORE ▶**

**"TELL HIM** when to bring out kitchen design booklets of manufacturers to back up his story of the opportunities for a modern kitchen in the prospects' home. And teach him to select the time when it is wise to sit down and produce a rough sketch."

**"SIGN UP small jobs**—the new salesman should know that he may never get a second chance at a small job, a dishwasher-sink or a built-in range, if he doesn't get the contract on the first call. Have him take down their ideas on a form that can be signed."



## 9 WAYS TO TRAIN A KITCHEN SALESMAN

CONTINUED

6

### Tell Him How to Close the Kitchen Sales



"PRESENT a finished layout in color. Whether you have your salesman draw it, or have a staff artist, it is the turning point in getting the sale. Teach your

salesman to approach the layout with a 'you'—'this is where you wanted the dishwasher, this is the built-in light you wanted, and similar comments.'



"MAKE ADJUSTMENTS that prospects want after seeing finished layout. Your salesman must be able to handle these, although he should be encouraged to iron out these ideas on intermediate visits. But the prospect is always right, if he can afford the changes she suggests."



"PRESENT A CONTRACT. Show your salesman the importance of having a completed contract with him when he shows the layout. And get the signature, but get it straight—teach your salesman to clarify exactly what will be done, what will not be done. Leave nothing open."

7

### Teach Him Operating Fundamentals

"DISCLOSE to promising salesmen the management-finance details of your kitchen business," Harder suggests. "When he sees, as our salesman-business manager Ferris Fain points out here, that 14.2 percent of every contract price goes into overhead, he'll know how to work."



"KEEP SALESMEN up to date with market prices and sub-contractors charges, as bookkeeper Jackie Fain does below. Salesman must know what special prices and special deals are available on equipment, what the dealer has in stock, what has to be ordered."





# 8

## Teach Him to Be Accurate



"LOOK FOR the construction problems of the individual home, by a daytime visit as soon as possible. He must find out type of walls, age of plumbing and elec-

tric circuits, whether basement or not, access for trucks, size of entrances for appliances and equipment, etc., before quoting any prices."



"PRICE ACCURATELY by referring to price sheets—not by guessing. We have sheets with firm prices from sub-contractors for every type of job handled by the plumber, the electrician, tile setter, painting and paper contractor and the floor covering contractor. Plastering calls for an estimate."



"MEASURE ACCURATELY—sounds simple, but carelessness produces cabinets that won't fit, extra carpenter or sub-contractor charges that you must pay. Here, if tape hit that molding an inch below, instead of the plaster, salesman's specs to the cabinetmaker and Formica man could be 'way off—and costly."



"INTERPRET SUB-CONTRACTOR'S charges accurately by knowing exactly what the sub will have to do—here, for example, the trap is too high for the dishwasher, so we must add more to the charge for installation. If the salesman is trained to know exactly what has to be done, he can give a firm price."

# 9

## Show Him How and When to Follow Up



"HOW TO USE occasional visits to the job to keep customers happy—and patient—is technique that can be taught the new salesman. A few minutes, as above, explaining newly arrived dishwasher, can increase her enthusiasm, keep her from building fears, during few days or week before she can use it."



"WHEN TO CALL BACK at finished kitchen, first to turn over the complete kitchen and to demonstrate appliances and accessories, when to return again to be sure it is working right and that she is working it right, and when to seek prospects and referrals—are all part of training a salesman to sell the job," concludes Ed Harder.



With just one line of wood cabinets and one line of steel, Paul Lipkin of Dover, N. J., jumped his 1957 kitchen sales 15% to \$149,000 and can boast that . . .

## He Nets 9% on Kitchens

**P**AUL Lipkin of Planned Kitchens, Dover, N. J., makes no bones about specializing in kitchens.

He displays and sells a full steel line (Geneva) and a full wood line (Whitehall), and that's it. He concentrates on creative designing. He sells quality and does not shy away when that means expensive jobs. He's flexible enough to break off a job at any point a customer prefers. His pricing formula is realistic for each job stage—fair to the customer, fair to himself. And his eight-point sales formula is adapted to his small operation.

Of some 191 jobs completed over the past 27 months and ranging in price from \$275 to \$9800, 75 percent have come from recommendations. About 65 percent have

been jobs in steel, and the average kitchen, delivered and installed runs about \$2600.

All of this has been accomplished since September, 1955, when he set himself up in business on U. S. Highway 46 in Dover. The first year Lipkin grossed \$130,000. Last year he boosted this to \$149,000—with a 34 percent gross and a nine percent net. This volume represented a 14.6 percent jump and catapulted him into the title of Geneva "Kitchen Dealer of the Year." This year Lipkin has set his sights on smashing the \$200,000 figure.

### Firm Formula

He grosses a flat 40 percent on all cabinet and counter top business. This repre-

sented close to \$90,000 in sales for the 100 kitchens sold in 1957. From 60 to 65 percent of this was in steel.

Seventy-five percent of Lipkin's kitchens are sold with built-in appliances. In the northern New Jersey market, lists on these appliances are almost unheard of. Nevertheless Lipkin manages to hold discounts to 10 percent off list.

Free-standing appliances are another matter. Here Lipkin must content himself with 10 percent over his cost. Everything over that he splits 50-50 with his salesman.

Allotting 60 percent for cabinet and counter top sales, and 25 percent for appliance sales, the remaining 15 percent of the billings by Planned Kitchens en-



compass plumbing, electrical work, carpentry, floor coverings, painting and decorating. Gross profit on this runs to only five percent, with Lipkin using two carpenters on payroll and sub-contracting other work.

"But you can lose as much as 10 percent on this phase of kitchens," says Lipkin.

He refers to opening blind walls, to running into "balloon type" construction in houses 30 years old, and misjudging bearing and non-bearing walls. All this can hide extra man hours of work.

"You simply have to check cellar and attic," says Lipkin, "then cushion your estimate to allow for possible extras."

#### Eight Steps to Sales

In selling all his jobs, Paul Lipkin stresses design and specialization. In the course of time, therefore, he has developed a practical procedure on selling kitchens. It consists of an eight-step sequence for building sales.

**STEP ONE:** Lipkin and his salesman start with a "take-off sheet," a basic interview and measuring session to determine what kind of equipment is involved and to produce a rough sketch.

**STEP TWO:** Planned Kitchens draws up a rough perspective of the total kitchen, plus a floor plan. Two hours of sales time, two hours of designing, and two hours of work by artist Lois Johnson have now been expended.

**STEP THREE:** The price is revealed to the prospect.

**STEP FOUR:** An initial contract is drawn, specifying the type of cabinets, cost, terms of payment, and the legend "all as per plans and specifications to be approved." A nominal initial deposit is collected.

**STEP FIVE:** Planned Kitchens draws up a list of specifications and completes blueprints or working drawings for final approval of buyers. This is in elaborate detail and binds both parties.

**STEP SIX:** On approval of final blueprints and specifications, the customer must pay 40 percent of the total kitchen cost.

**STEP SEVEN:** Another 40 percent must be paid upon delivery of cabinets and appliances to the job site.

**STEP EIGHT:** Balance due on the kitchen job must be paid upon completion of the kitchen installation.

#### Tight Ad Budget

Lipkin spends roughly \$240 a year on a co-op one-quarter page ad in the Morris

County telephone directory, finding that more effective than newspaper advertising. Two to three times a year he runs copy in the Dover-Lakeland papers. He also finds that a comparable \$120 or so is more profitably spent on having a photographer take shots of his kitchens, then make stereo slides to show to future prospects.

Reputation and recommendation do the rest for Planned Kitchens. At least 75 percent of his business, Lipkin estimates, comes from recommendation.

"Every kitchen installed," he says, "produces at least one additional sale."

Other than such recommendations, and business developed from telephone directory and newspaper ads, Lipkin develops prospects from walk-in traffic, architects' recommendations, leads from magazines, and display exposure in electric and gas utilities.

One half day a week both Lipkin and salesman Regan spend with architects, explaining their service.

"It's been my experience," says Lipkin, "that builders will put \$700 and \$800 kitchens in \$40,000 and \$50,000 homes. Obviously this can't happen when a specialist sells a homeowner a kitchen."

#### Myriad Details

Crucial to Planned Kitchens' operation is an orderly scheduling of jobs and the feeding of kitchen equipment to job sites. Paul Lipkin's wife, Shirley, who spends 3½ days a week on the job, supervises this end of the business.

She sets up all process sheets for kitchen jobs. She does all the ordering for jobs as they are scheduled. And she takes care of routing mechanics busy in the field—the two-month checkout call after the installation is completed, plus all "trouble" calls. She records every customer call when a buyer has changed a cabinet order or altered some color scheme. For the rest, Lipkin's artist guides jobs from original layout to final approved plans.

For his part, distributor specialist Carl Schoedel & Co., West Orange, provides dealers like Lipkin franchise protection in Geneva products (Schoedel also carries Revco, Waste King, L & H, and Western Holly lines).

Of course, Lipkin has to order and sweat out the arrival of cabinets, grapple with any damaged material, and iron out any of the minor headaches between the order and final installation. Nevertheless, it's days like the recent Saturday on which he closed \$17,000 worth of steel business which delight Paul Lipkin. It convinces him that concentrating on one steel and one wood line, on expert design, and outstanding installations which sell his kitchens—i.e. on specialization—is the way to make a kitchen operation pay off. *End*



ON-THE-JOB consultations with his own carpenter (left) and sub-contractor plumber help Lipkin iron out troubles before they start. Lipkin collects 40 percent of price on plan approval, 40 percent on cabinet delivery.



A COMPLETE JOB—right down to decorating—is provided by Lipkin. No matter how little customers like Mrs. Joan Troha (left) buy, Shirley Lipkin gives them free color scheme service. The Trohas bought only cabinets, counters, and a table.



AUXILIARY services provided in the office include a salesman-designer, an artist, floor covering displays and wallpaper books. Here Ed Fleming, Geneva representative, shows Lipkin a new modular selling aid.

MORE▶



As Hopkins-Smith salesmen (above left and right) prove every month with a volume of 500 appliance and kitchen pieces,

## BUILDER SALES AREN'T SO TOUGH!

By BILL MCGUIRE

**A** GAINST the lush residential background of Florida's lower east coast, Hopkins-Smith, Inc., full-line G-E retailer of Hollywood and Fort Lauderdale, has developed a smooth builder sales operation that last year accounted for some 60 percent of the firm's total volume of more than \$2,000,000. Translated into units, this is a builder sales pace of more than 500 pieces a month.

Hopkins-Smith's invasion of the builder sales field is a classic example of

adapting a business to its market environment. This part of Florida is the scene of an extended residential building boom. Appliance-wise, it's a fast, low-gross market where volume is more of a necessity than a luxury. President Bob Hopkins and Gil Smith, vice president and general sales manager, saw builder sales as the best route to big volume, and they took it.

Says Hopkins, "If dealers don't jump into builder sales when there are enough builders and building in their areas to

warrant it, distributors must, in their own interest, sell this business direct."

In setting up their builder sales division, the partners (both veteran appliance retail men) found modifications necessary in the key areas of credit, selling, developing leads, salesmen's compensation, inventory, installation and service. These were made always with an eye to reducing operating costs, because, as Hopkins emphasizes, "In builder sales, you make the grade on volume, not margin."



### No Credit Over Seven Days

In Hopkins-Smith's builder sales division, credit bears extremely close watching. When a new builder is lined up by a salesman, the credit manager examines his operation from the standpoint of credit risk, then places him in one of four categories, determining the conditions on which merchandise will be made available to him. These range from unlimited shipments on order, to absolutely nothing without cash in advance.

The firm reviews the record of each builder from time to time, may move him up or down where either is justified. A valuable tool here is Dun & Bradstreet's monthly *Building Trades Consolidated Ledger Abstract*, a tabulation of past-due accounts in the building trades.

Hopkins and Smith hold no brief for credit in builder sales, feeling that risk overbalances return, when the dealer's slim margins and the strong speculative element in the average builder's operation are considered. Out of this viewpoint have come stiff credit tightening devices, including a rule of no credit beyond seven days, and the elimination of salesmen's commissions on delinquent accounts.

All builders are carried on the seven-day payment basis. When an account runs beyond 10 days from delivery (by which time the builder has been billed twice), the salesman receives a notice from the credit department, and goes out to collect the bill. If he fails, his commission on the deal evaporates. Hopkins-Smith is especially leery of extending credit during a builder's first years.

### Salesmen Must Counter, Deal with Deal

Smith and Hopkins have learned that a builder salesman must be patient, tenacious, smart with a pencil and even more capable than the straight retail salesman at maintaining good relationships with all comers.

"Where the floor man presses for a closing in one or two shots," says Gil Smith, "a builder sales order may hang fire for a month or two, and the salesman's got to live with the builder. Builders shop plenty, and they let you know about it. A builder salesman's got to have enough of a business head to counter deal with deal and still come out with the order."

Step-up selling is a big factor in builder sales at Hopkins-Smith. As in retailing, the consumer's the target, but the company's aim is indirect. In this section of Florida, real estate is moving fast. Many houses to be built for speculation are sold before the cement in the foundation has cured.

It's part of a Hopkins-Smith builder salesman's job to see that his builders send their customers into one of the stores before their houses are finished. There, inside men will try to move them



BEFORE DELIVERY and installation, which Hopkins-Smith handle, the firm checks to make certain that no unusual problems arise. Here builder salesman Bill Shotwell checks a range cabinet opening in a finished kitchen.



ALL APPLIANCES are checked after delivery and before installation. The washer, dryer, range, dishwasher, refrigerator and surface units to be installed in this house get a joint going over by the builder and salesman.

up from the few low-end-to-middle-line appliances which are to be standard equipment in the houses, to more and better units. Pickup of the original pieces and delivery and connection of new ones would make it unprofitable to shoot for sell-ups after houses are completed.

Instead of kick-backs to builders for steering sell-up prospects in, the firm relies on ties of loyalty established by its builder salesmen; on keeping prices competitive; and on a Christmas list as long as Santa's leg.

For demonstrating to busy builders at construction sites, and as a mobile showroom for prospective step-ups, the builder salesmen use a trailer fitted with a \$2,000 (at cost) kitchen in color.

Hopkins-Smith's system of developing new leads for its builder sales operation

is based on the regional edition of *The Dodge Report*. A girl scans each day's report, digging out the construction jobs that represent potential customers. Each project is assigned, according to its proposed value, to one of several categories, each of which calls for a specialized sales letter.

Categories and their letters include sub-division homes costing less than \$12,000 to be built in the firm's G-E territory (a straight builder letter stressing an integrated kitchen's contribution to the salability of a house): \$10,000-\$15,000 homes or co-ops with \$10,000-\$30,000 units (another G-E letter, based on the importance of allowing enough space in building plans for a complete, well balanced kitchen): homes to be worth \$20,000-\$30,000 (a letter pushing

**MORE▶**

## SPECIAL REPORT ON KITCHENS



SINCE PROFIT, according to Hopkins, comes from efficient operation, not from merchandise, a company salesman is on hand at delivery time to guard against rough handling and breakage. This vigilance cuts operating costs.



SELL-UP of home buyers starts before appliances are installed in the new house. Consumers are shown top-of-the-line appliances in the kitchen trailer which is also used in an effort to help sell builders, or steered to one of the firm's two stores.

# Builder Sales Aren't So Tough

CONTINUED

G-E and the firm's St. Charles and Weathertron divisions): \$30,000-plus homes in Hopkins-Smith's larger St. Charles franchise area (a letter keyed to custom kitchens): co-ops whose units are to cost \$20,000 and up (a straight Weathertron letter).

The girl uses a \$2,800 Commercial Controls Corp. "Flexowriter" automatic typewriter which, by "reading" a previously code-punched paper tape, automatically types form letters with a personal look at a pace of 100 words a minute.

The first letter's also the last. The girl sends each name to one of the stores for personal follow-up.

### Volume Compensates for Small Commissions

Of Hopkins-Smith's 17-member sales staff, 13 are retail men and the remaining four form two teams of builder sales manager and builder salesman, one team assigned to each store. Builder salesmen work entirely outside—retail men are 50-50 inside-outside. All are paid on a

salary plus commission basis.

The firm starts its builder salesmen at a higher base than its retail salesmen, since it figures to take them longer to develop a clientele. The builder man's salary remains the higher, but, since the builder sales operation must be conducted much closer to cost, his commission is smaller—an average of less than 1 percent of gross sales, as against the retail man's average of 3 percent on white goods, 5 percent on TV and hi-fi.

Each builder salesman also gets a small percentage of the gross sales of the store out of which he works. This is an incentive for him to get his builders' customers into the store, where inside men can step them up.

The builder division has no fixed gross. Each item is assigned a different commission, based on its individual characteristics of cost, delivery expense, complexity of installation and anticipated service. A dishwasher, for example, carries a lower commission than a refrigerator in a similar cost bracket. The flat commission on each item changes only with price fluctuations.

### No Shortcuts on Inventory

Gil Smith and Bob Hopkins agree that inventory is the builder dealer's prime headache. To do it right, he's got to stock both horizontally and vertically—and color complicates matters.

The partners find stocking fairly simple in built-in cooking components and dishwasher fronts, where the lines are short. But take refrigerators. GE has five colors and two door openings—a total of 10 numbers per model. Shortcuts are out, since 90 percent of the firm's builder sales demand is for color, and right-hand and left-hand door sales just about balance.

Hopkins-Smith has whittled the problem down to size by stocking only its highest demand models in full 10-number depth. The rest are stocked in a minimum of two colors and two doors.

Color buying has proved tricky. Purchases are based on trends defined by study of prior color sales, but even these can go astray, when, for example, the public's taste unaccountably changes, or a major builder suddenly shifts from the single color he's previously utilized.



Hopkins-Smith pays \$10.50 extra per box for factory-applied color, passes it along for an added \$15, or a \$4.50 profit. To Hopkins, this isn't enough of a differential to compensate dealers for the added costs in clerical time, space and warehouse man hours which arise from handling five colors.

To prevent cars from being delayed, it's often necessary to alter initial carload color orders to conform with available factory stock. On Hopkins-Smith's authority, "blanks" are sent through in white. Since it can't afford to fill in these color blanks at local warehouse prices, the company has to take them this way, then paint—a money-losing proposition.

Under a contract with a local painter, Hopkins-Smith pays a flat rate of \$15 per unit, charges the customer the same. The dealer is responsible for transportation of the unit to and from the paint shop. The painter does an average of 40 pieces a month (mostly refrigerators, but also dishwasher fronts, dryers and washer sides). Shop time is four days. He guarantees the finish for a year, but if repainting is needed, the dealer must do the hauling.

Ninety percent of the firm's buying is in carload, with straight builder items such as dishwashers and range and oven units generally bought in solid cars. Hottest builder sales sellers are ovens and surface units, refrigerators, dishwashers and waste disposers, in that order.

Hopkins contends that only by stocking a single line across the board can a dealer cope with the inventory problems of builder sales.

### Good Service Keeps 'Em Happy

Hopkins-Smith sells builders at prices that include delivery, "normal" installation, and service. Deliveries are held until construction is all but completed, as a measure against on-the-job damage to new equipment.

Normal installation is the connection of plug-in units to existing facilities. Each type of built-in installation carries its own fixed charge. Much of the latter work can be safely left to sub-contractors, but some can't (bolting-in and levelling dishwashers, hanging wall refrigerators, making air conditioner installations).

Hopkins prefers to have his men handle these jobs, because he feels that in controlling vital installation work he keeps costs down by reducing potential service incidence—and, as he stresses, the profit in builder sales comes from operating efficiently, not from the merchandise.

The company has nine outside white goods servicemen driving nine radio-equipped Volkswagon vans and operating on a zone system. These men, and the six who back them up inside, are the best sales tools the builder salesmen possess.

"Builders are sensitive about service," Hopkins says. "They're interested in keep-

ing people off their backs once a house has been sold."

Hopkins-Smith never sells builders without full warranty of a year's labor, and parts as underwritten by the factory. Keeping track of inwarranty builder sales merchandise was no picnic (since the initial and ultimate owners are two different persons), until the firm instituted G-E's tag system.

Now, as each piece goes out, the warehouseman places a 1" x 2" gummed tag on it in a standard location. On the tag he writes date of delivery, which is the ef-

fective date of warranty. In cases where there's a time lag between installation of appliances and the sale of the house, the company will go along with the builder for a "reasonable" length of time.

Hopkins-Smith maintains a kitchen planning department, but primarily as an adjunct to another division through which it sells, plans and installs St. Charles custom kitchens. Planning is soft-pedaled as far as builder sales are concerned, as one more means of achieving the cost control so vital to the operation of this key department. *End*



ONLY AD APPROACH to builders is through letters sent to lists compiled from *Dodge Bulletin*. Electric typewriter pounds out individual looking-form letters at the rate of 100 words a minute. Each builder gets only one letter.



INVENTORY, says president Bob Hopkins (right), is builder-dealer's biggest headache—and one he can't do much about, particularly on refrigerators which he has to stock in five colors and two door openings.

**MORE▶**

## SPECIAL REPORT ON KITCHENS

# You'll Be Selling These Kitchens

Here's a preview of some outstanding new designs — both for 1958 and for the future — recently introduced by major manufacturers

BY ANNA A. NOONE

**K**ITCHEN planning specialists, dealers getting into kitchen business, architects and builders will find in the accompanying 1958 kitchen designs many helpful suggestions for integrating all products of which a modern Kitchen is made up, including lighting, wiring, hardware, wood working, cabinetry, ventilation, floor and wall covering and decorations as well as the necessary major electrical appliances.

Here you will find a collection of ideas for designing kitchens to satisfy all types of customers. Quality, good design, good

taste for all types of family living—large and small—family groups—and for all budgets.

Included are "custom" designs requiring actual built-in installations as well as a variety of 1958 "square-look" free-standing appliances designed to be installed flush with walls and cabinets to give a "built-in look" without the expense of installation. Among the "square-look" appliances are refrigerators, freezers, ranges, dishwashers, laundry appliances, to mention a few. Undercounter designs are also available, especially in

dishwashers, freezers, washers and dryers, also combination washer-dryers. Some built-in ovens can be stacked on cabinets and there are surface units designed to drop in or stack on countertops; also modular separate refrigerator and freezer units for built-in-wall, or stack-on installation.

To intrigue creative merchandisers we've added "blue-sky" ideas shown for the first time at the January Chicago markets, not yet in production, but soon to come, specifically RCA Whirlpool and Hotpoint.



### GENERAL ELECTRIC

Designed as a family center for modern farmhouse, this G-E kitchen has a U-shaped food preparation area, sewing center, (laundry along left wall not shown), and children's play area. Island-divider work area has 2-unit and 4-unit cooktop with remote controls on kitchen side; on family-room side: a second sink, storage space for trays and portable appliances. Other G-E appliances are two built-in master ovens, one with rotisserie and "see-thru" door; square look 15-cu. ft. refrigerator and 18-cu. ft. food freezer (which can be installed flush for built-in look) undercounter dishwasher and disposal.

### CHAMBERS

"Silver Satin" kitchen is a sample of a variety of coordinated, matched, and packaged built-in units for builders, kitchen planners and remodelers recently announced by Chambers. Available with gas or electric ovens and surface units, automatic dishwashers, refrigerator-freezers, disposers and ventilating hoods. Finishes include antique copper, stainless steel and Copperlux.





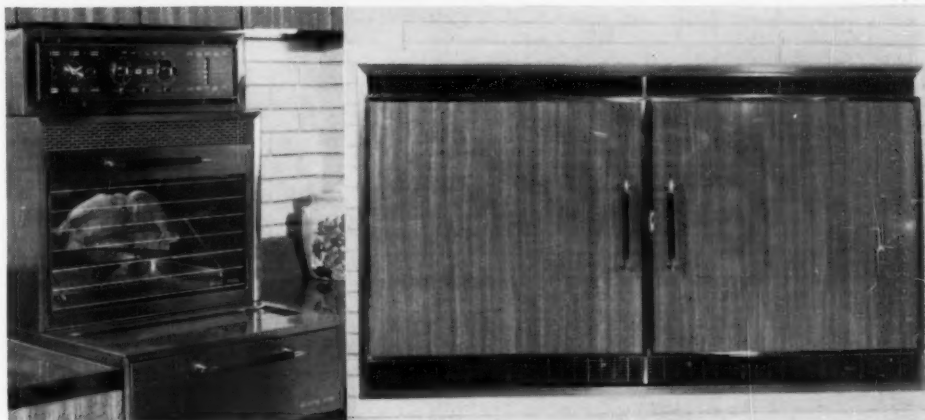


## KELVINATOR

Kelvinator's 1958 "builders' show" kitchen includes brushed chrome surface cooking top with griddle; matching double oven, custom installed to user's height; 14-cu. ft. "Style Mark" refrigerator-freezer, which may be completely built-in without opening for air circulation; all available in choice of four pastels or white, custom built wood cabinets.

## PHILCO

Featured in "Citation Custom Appliances by Philco" is a stainless steel, "Split-Level" double oven range that fits on 24-in. base cabinet. Top meat oven with rotisserie holds 25 lb. turkey; lower, roll-out, drawer-type pastry oven holds an angel cake. Other Citation appliances include modular refrigerator and freezer units, (right) vertical refrigerator-freezer combinations and dishwasher, all available with changeable front panels.



## HOTPOINT

Nine Hotpoint experimental "Custom Trend" centralized work-unit groupings, designed for early manufacture after intensive consumer research include an 11-ft. modular kitchen combining left to right built-in oven, pushbutton controlled surface unit with griddle, recessed sink, maple cutting board, clean-up center, eye-level dishwasher, swing-out stool, cabinet storage space in five areas below and three pull-out combination ventilation and illumination bars over work surface.

## WESTINGHOUSE

This "Golden Dreams Kitchen", sixth in Westinghouse series of Confection Color Kitchens, combines kitchen and laundry in 20 x 14 ft. floor space. Built-in appliances include two 17-inch ovens; 4-unit stainless surface cooking platform; vertical refrigerator-freezer; undercounter dishwasher and disposer; automatic Appliance Center; vertically installed Space Mates (dryer on top of Laundromat) maple platinum birch or natural wood cabinets; white and citron accents. Decor includes room divider of hanging brass rods, and herb garden.



## RCA-WHIRLPOOL

Panoramic view of RCA-Whirlpool 1958 Miracle Kitchen. Originally introduced in 1957, the Miracle Kitchen is responsible for many new featured in newly introduced 1958 line: electronic oven, combination washer-dryer, also vacuum cleaner. (The 1958 cleaner, by the way, is not yet self-propelled).

**MORE ▶**

## SPECIAL REPORT

### TRACY

A typically Tracy Kitchen installation with stainless steel sink top, Pic-A-Dor wall cabinets and conventional base cabinets. A KitchenAid undercounter dishwasher is installed to right of double sink. Note 4-unit drop-in surface platform with hinged, maple cutting board in foreground.



### FRIGIDAIRE

Frigidaire's "Carousel" kitchen, one of three "idea" kitchens for 1958 features free-standing range with built-in styling and new spatter-free broiler. A 14.4 cu. ft. refrigerator, left, is built into wall. Cabinets by St. Charles. Other "idea" kitchens, "Oriental Magic" with Bilt-Well cabinets; and "Sea Star" with Mutschler cabinets.

### ST. CHARLES

In this "look-of-tomorrow" Contemporary-Traditional kitchen St. Charles combines white steel base units in stainless steel sink and undercounter KitchenAid dishwasher work center with traditionally-styled fruitwood fronts, foreground. All base cabinets feature off-the-floor styling. Sliding glass-door wall cabinets, supported by stainless steel tubing, are accessible from either side. Background cooking center has Thermador stainless steel oven, surface unit and refrigerator; Tradewind exhaust fan; radio-intercom system over sink. Color scheme is yellow and red.



### REPUBLIC

This Republic Kitchen features a double tub stainless steel sink unit and plenty of wall and base cabinet storage units. At left is a Tappan stack-on range oven, giving a built-in look. Adjoining is a base cabinet with wooden cutting top separating oven from Tappan 4-unit surface platform that also fits on a standard base cabinet. In foreground notice clever use of angled countertop and base cabinet. Range hood is by NuTone. *End*

## KITCHENS EVERY MONTH



- 25 were expected . . . 100 showed up . . . That happened at the recent NARDA dealer kitchen clinic in Chicago.
- The dam broke . . . When EM editors went looking for kitchen articles for this Special Report they found them by the dozen—more than we could possibly use.
- The kitchen business is growing—not slowly any more, but by leaps and dollars—and more and more dealers

are seeking answers to the questions of how to get into it and how to make it profitable.

- That's why, beginning in the April issue, ELECTRICAL MERCHANDISING, will include a regular, monthly section of kitchen sales and management ideas called

## BETTER KITCHEN Merchandising





From left to right: dealers FRANK ESCHTRUTH of Grand Ledge, Mich., and JUSTIN MARZKE and KURT BECKER of St. Johns, Michigan

**This year, more than ever, convention-going was a deadly serious affair for NARDA members who were intent on learning . . .**

# HOW TO BECOME A BETTER BUSINESSMAN

By TED WEBER, JR.

**T**HERE are few business meetings devoted more exclusively to business than the annual convention of the National Appliance and Radio-TV Dealers Assn., in Chicago each January.

On this score, at least, the 1958 convention was little different from its predecessors. For three days, members arose early to attend breakfast meetings beginning at 7:30 a.m. then sat through discussions lasting throughout the day.

But the 1958 convention had its distinctive characteristics, too. For one thing, NARDA offered an unprecedented fourth day devoted to kitchens. The result was a totally unexpected turnout of 95 dealers anxious to learn more about this phase of the appliance business. Flabbergasted NARDA officials had expected no more than 25 or 30 dealers to stay over for this session.

There were differences in the convention proper, too. For the first time, considerable attention was paid to labor problems. And, unlike years past, there was relatively little time devoted to condemnations of discount houses or builder sales. Instead, dealers listened to a score of stimulating and sometimes scholarly discussions of "management" problems facing the appliance dealer.

(For excerpts from two of the most widely commented on talks, see the following pages.)

The opening day of the convention was held at the Merchandise Mart. Formal sessions were held in the Manufacturers Club on the second floor while a late afternoon cocktail party was held on the Mart's eleventh floor, home base for most appliance exhibitors during the Winter Markets. For some dealers, it was their first chance to see how the industry shows its wares during Market Time.

With but three exceptions, the first day's program was devoted to advertising and promotion. Newspaper advertising, radio, direct mail and promotions in general were discussed by dealers Robert Grinnell (Greenley's, Flint, Mich.), Ray Quackenbush (Oliver Square Appliances, Wichita), Al Robertson (Oklahoma City) and Mrs. Nessie Nides (Nides, Denver).

The three exceptions on the Sunday program were discussions of leased departments by Steve Feinstein (Magee's, Boston), wayside operations by Max Rhodes (Rhodes, Arlington Heights, Ill.) and inventory control and sales budgeting by economist Richard Snyder.

Fernstein warned the group that a leased department was no panacea and could, indeed, be dangerous. He said that a leased department could not be run as an "only" business and that any dealer

who attempts to run a leased department should also have an "anchor"—a business of his own. Feinstein said that specialty items like hi-fi, ironer rentals and food plans provide particular opportunities for a leased department but that the dealer should remember that when he runs a leased operation he is building business for someone else.

Grinnell, who spends \$120,000 a year in newspapers alone, told dealers that they should set their advertising budget as if they were receiving no cooperative ad funds at all. Coop funds, said Grinnell, should be added to this figure. He also criticized manufacturer key city advertising. Such listings, he said, tell "where" you are but not "what" you are.

Quackenbush made a strong pitch for radio advertising, coupling this with a list of do's and don'ts in buying radio time. Among his tips: don't use less than 10 spots a day; a 30-second hard-hitting spot is long enough; don't overlook the appeal of hill-billy musical programs.

A word of advice on radio came also from D. C. McDermand, sales promotion manager for Hamilton Mfg. Co. Speaking at the Monday morning breakfast, McDermand told the group that they should investigate the possibilities of radio and

Pictures and Highlights on next three pages—text continues page 111

# At NARDA Convention the Emphasis



## New Concepts In Making Marketing Decisions

*Excerpts from a speech by PROF. WILLIAM R. DAVIDSON, School of Business, Ohio State University*

**F**OR the past five years or more, marketing in this country has been undergoing a revolution . . . As a result, the most successful marketing strategists have completely changed their customary ways of thinking and have found new concepts to guide them.

One of these concepts is the realization that the value added by marketing is qualitatively as real and quantitatively greater than the value which is added by manufacturing . . . The use of a value-added approach for the purpose of thinking about marketing will tend to shift emphasis from a negative to a positive approach . . . It will, in the long run, enhance public respect for retailing and other marketing effort as a professional field.

The second concept to be stressed here today is that the management of marketing activities must be truly consumer oriented. Would it not be better, for example, to think of classifications of appliances in terms of their basic function? I suggest that the industry is usually guilty of thinking about the things it sells in terms of their physical dimensions or in terms of the way it tries to advertise or sell them and not in terms of how the product will do the things that people want or need to have done.

A third concept is that a product is not a physical thing but consists in reality of all of the kinds of satisfactions or dissatisfactions that it yields in use or in consumption . . . A consumer must always visualize it (a product) in terms of the human wants that it satisfies.

A related concept is that a market is never saturated until it is believed to be. It is extremely important for us to think of needs in another way—as the lack of something useful,

desirable or requisite to one situation in life.

Concept number five is that a brand is not just a name but it is a composite image of everything that people associate with it. This suggests that an appliance retailer would be well advised to learn a great deal more about the kinds of impressions that people have about his brands.

Sixth, the concept that a brand is not just a name can be applied also with respect to the identity of a store. A store name is not just a word that identifies a retail establishment, but a name that conveys a personality suggestion to all of the people that are familiar with it.

Another concept that will help to shape the character of tomorrow's appliance retailing is that the best personal selling does not involve a routine following of certain prescribed steps in selling procedure but rather the establishment and maintenance of favorable salesman-customer relationships.

The final concept is that there is no one best channel of distribution for any kind of product, but that channel problems are dynamic and complicated. Too many ordinary appliance retailers have felt that they have some vested right to the distribution of appliances and have regarded many of the newer types of appliance outlets as upstarts or illegitimate outlets. The old idea about channels of distribution is that they are selected by manufacturers. This is true only in the short run. No manufacturer of a competitive product is so in control of his marketing situation that he can force consumer purchasing into the particular types of outlets that he would most like to utilize either because of his own profit-making considerations or because of trade loyalty.



**LEARNING BY LISTENING:** Big fat cigars are the only distractions these NARDA members allow themselves as they listen to a luncheon speaker.



**LEARNING BY ASKING:** Dealers swarm around G-E vice-president W. H. Sahloff after his speech explaining new concept in retail accounting.



**LEARNING BY LOOKING:** New products display draws circle of interested dealers intrigued by talk of solar batteries and transistorized TV.



# is on Learning



LEARNING IN THE CLASSROOM: Convention sessions took on academic atmosphere. Distributor Tom Lewis, left, takes notes as dealer Sam Boyd listens.



LEARNING BY DEMONSTRATION: Features of a new refrigerator are explained to curious dealers by Norge refrigeration manager Dan Dougherty.

LEARNING FROM EXPERIENCE: Speaking from his own experience, NARDA's Harry Price outlines "keys to survival" at luncheon meeting.



**"We must save distribution costs, not just transfer them . . ."**

*Excerpts from a speech by NARDA board member R. V. FINCH of the Home Appliance Co., Medford, Ore.*

A FEW giant retailers certainly seem to influence the marketing practices of our industry. It seems that manufacturer's sales policies are strained to accommodate what appear at the time to be the largest customers . . . It is with a desire to be constructive that I am taking exception to some current practices.

A controversial practice is the amount of discount given for quantity purchases. In many cases these are larger than can be justified by the savings in distribution costs involved . . . Legal justification of a pricing policy is not the only pertinent consideration. Extra discounts to any class of customer that cannot be justified entirely upon the basis of the actual cost savings involved can and usually do result in abuses.

We are told that there is no way to legally control transshipping . . . I do not think that it would permanently benefit retailers to gain additional legal restraints of free trade. Transshipping would stop if the transshipper could not earn himself a fast profit. A price policy that allows transshipping to flourish in direct competition with our established distribution should be modified.

I disagree (too) with the idea that direct carload buying from the factory is beneficial to the dealer or to anyone else involved . . . Carload discounts appear to be a factory sales expedient rather than an accurate reflection of the actual savings in overall distribution costs. I do not think that there are any appreciable savings in putting about 80 appliances in a freight car and merely by-passing a distributor's warehouse. I think that the bulk of the carload discount is possible because the small quantity price is too high to the smaller dealers. I think that carload buying creates losses and expenses that more than offset any gains.

You can usually ship a carload directly to a dealer for the same freight charges as you can to a distributor . . . It costs as much to have the merchandise unloaded and delivered to the dealer from the car as it would cost to take delivery from his distributor's warehouse. It is said that carload shipping eliminates the cost of distributor handling, but in actuality it merely means increased handling by the dealer. So no actual overall distribution costs are saved.

Merchandise in a dealer's stock represents considerably more dollars of inventory valuation than the same merchandise in a manufacturer's stock. Forcing extra units into a retailer's inventory results in more financing costs, more insurance costs, more property tax, and more prepaid freight investment per item. It certainly must cost more to handle the details of a mixed car for a dealer than a straight car for a distributor.

The manufacturer, distributor and dealer should be a team and should never be antagonists. We must actually save distribution costs, not just transfer them back and forth.

Since I challenge the concept of direct carload shipping I will attempt to suggest a better method. Let's quit trying to convince ourselves that the distributor does not perform a worthwhile function, and let him do the job that he can do better than anyone else. While our industry is trying to emasculate the distributor, other industries are doing the opposite . . . Woolworths, Montgomery Ward, Safeway and Sears are certainly experts in efficient distribution methods. If it is true that shipping directly to a retailer from a factory can save so much money, then why aren't these successful chains doing more of it? The answer is that good retailers know the importance of turnover and they know that out-of-balance inventories cause serious losses. A dealer buying from the factory will buy too many of one item and he will run out of something else . . . It is absurd to offer return privileges to influence dealers to overbuy. Excess retail inventory is inaccessible when it is badly needed by some other dealer . . . Emphasis on volume has forced many dealers into serious undercapitalization and quantity buying and liberal dating plans are the wrong solutions. Get the distributors and manufacturers out of their unnatural positions as bankers by reducing inventories and hence the need for excessive credit.

In summary, I want to again ask the industry to reaffirm its confidence in our distributors and dealers. Let's quit trying to pull rabbits out of hats. We are not going to devise some new, sure-fire, get rich quick scheme to automatically distribute our products, so let's quit killing each other with radical experiments.

**MORE▶**

NARDA tries scheduling a special kitchen clinic and gets dramatic proof that

# Dealers Are Serious About Kitchens



CALLING ATTENTION to manufacturer-supplied material, dealer Carl Hagstrom of San Francisco tells how his firm averages better than \$5000 per kitchen.



GUIDING FORCES behind NARDA's surprisingly successful Kitchen Clinic were dealers Francis Murphy, left, Bristol, Conn., and George Pazik of Milwaukee.

UNDOUBTEDLY the most dramatic development of this year's NARDA convention was the turn-out of dealers for the association's first "kitchen clinic."

The clinic looked like anything but a success in December. It was a late starter on the program, it had to be scheduled as a fourth day in an already crowded convention session, and dealer interest was apparently lukewarm. But sometime between December and the morning of January 15 dealer interest picked up. When co-chairman Francis Murphy opened the clinic he found almost 100 dealers in the audience.

By the end of the day there was little question but that the kitchen clinic had been one of the surprise attractions of the convention and bewildered NARDA officials were scrambling to find out what else they could do to capitalize on dealer interest in kitchens.

The speakers included a cross-section of already successful kitchen dealers and four manufacturers. Highlights of the program included:

**Getting Started:** John K. Mooney of Broyles Electric, Marion, Ind., told of his firm's first eight months in the business. Although the company has run up \$25,000 in kitchens at a gross of 37 percent, Mooney admitted making some mistakes. They included: not realizing how much patience is needed; setting up too many (five) display kitchens when two or three would have done; carrying only fairly expensive cabinet lines; hurting appliance sales by devoting too much space to kitchens.

**Competition:** Carpenter built or mill-work cabinets are the only competition the kitchen dealer has and they provide this only until the dealer becomes established in his market. That's what T. C. Cieslak of IXL Furniture told the group. Consumers are looking for complete, quick service, said Cieslak, and when the

dealer provides such service he also provides his own answer to competition from on-the-job cabinet makers.

**Qualifying Leads:** San Francisco dealer Carl Hagstrom told dealers they can avoid wasted time if they properly qualify leads. The first question to ask is whether the customer is building or remodeling. If building, find out if the contractor is to supply the appliances. If so, you have little chance of selling her. If she is remodeling find out what appliances are being considered. If she gives her name, address and phone number freely she is interested. If not, she is killing time. The most important qualifying question, said Hagstrom, is whether they have estimated what the cost of the complete job may be. The answer provides a "stop or go sign," said Hagstrom.

**Selling Up.** Murphy, who already runs a highly successful kitchen operation, told the group of a number of resolutions he had made in an effort to upgrade his own business in 1958. He is going to mention an electronic oven to all customers and put more emphasis on built-in refrigerators and under counter freezers.

**Miniatures For Plans.** Clinic co-chairman George Pazik aroused considerable interest when he described his technique for selling kitchens without plans. Use of plans is time-consuming and expensive, said Pazik. With miniatures he can arouse customer interest, cut time in laying out designs, make changes quickly, and can cut the time lag between calls.

**New Trends:** Arthur BecVar, industrial design manager for G-E's appliance and television receiver division, listed several trends affecting the design and sale of major household appliances. For one thing, said BecVar, many people looking for new homes have decided that their present homes seem more solidly built, have larger rooms, and need only some modernization to be acceptable.

Yes, dealers are serious about kitchens. That's why, in April, ELECTRICAL MERCHANDISING begins a regular section on Better KITCHEN Merchandising . . . Watch For It



# WHO SAYS THE APPLIANCE SALESMAN IS EXTINCT?

**Certainly none of the two dozen prize-winning retail salesmen interviewed by ELECTRICAL MERCHANDISING. On the contrary, they all agree that the specialty salesman has a bigger-than-ever-job to do—and most of them wouldn't mind if their sons decided to go into selling**

**T**HE specialty salesman hasn't disappeared from the appliance picture.

He's still around, talking product over price and service over discount.

His job has been changed—and maybe even complicated a little—by merchandising and advertising techniques.

But he still thinks highly enough of the business that he wouldn't mind at all if his son should decide to follow in his footsteps.

Find all of this hard to believe in a day of mass merchandising and in the face of repeated assertions that retail selling is a lost art?

If so, take a moment, as ELECTRICAL MERCHANDISING did recently, to visit with a cross-section of outstanding salesmen. The scene was General Electric's Appliance Park in Louisville where the company has in recent months been honoring the top retail salesmen in each of its distributing areas. In the process, we talked with about two dozen salesmen; they came

from towns as small as Perry, Okla., and Havre, Mont., as well as metropolitan areas like New York and Los Angeles.

Like appliance people everywhere, they seldom agreed unanimously on an answer. To a considerable extent their answers were colored by the area in which they work. Metropolitan area salesmen for example, found price to be a considerably bigger obstacle than did those from smaller communities.

But almost all of them agreed that the retail salesman is far from dead and that—except in the most competitive of markets—he can sell away from price to some extent.

## The Changing Market

Another thing most agreed on was that the salesman's job is changing, largely because of changes in the American scene.

Herb Cole of Imperial Appliances, Findlay, Ohio, for example, points out that the importance of the salesman's opening

pitch has grown because people have become accustomed to shopping around from dealer to dealer. If you don't put your first story across, warns Cole, you won't see that prospect again.

Television has played a major role in changing the salesman's approach.

Nick Carter of the Acme Electric Shop in Lake Worth, Fla., points out that because of TV commercials and magazine advertising, the customer knows more today than she used to and that the salesman must himself know more than he once did.

R. I. Page of Page Appliances in Spencerport, N. Y., adds that while TV helps pre-sell the consumer, it also informs her of the competitors' features and that, consequently, the salesman must know more about his product and other lines in order to make the sale.

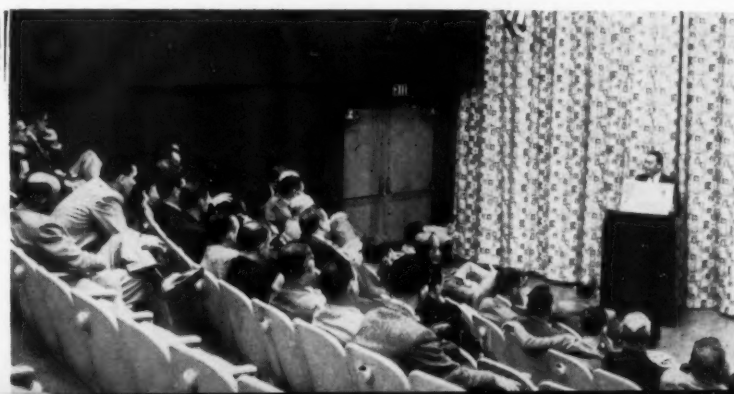
John Salzman of Rahr's in Manitowoc, Wis., has been selling appliances for 24 years and agrees with Page. Says Salz-

*(Continued on page 104)*

NEIGHBORING salesmen A. Porzio, left, of Vineland, N. J., and Norman Schatzberg of Newark found a world of difference when they compared selling techniques.



WINNING SALESMEN had a chance to listen to advice from top factory men like G-E's C. W. Theleen as well as compare notes with each other during their three day stay in Louisville.





FIRST WEEK of Kolipinski's promotion saw salesmen like Vince Rutkowski move 60 pieces of laundry, including 10 wringer washers—six of which sold in washer-dryer pairs.

# LOOK What Kolipinski Did With Wringers!

**All Leon Kolipinski of Buffalo, N. Y. did was to offer them with dryers at \$198 and sell up from there. Result: 60 laundry sales the first week and a consistently better sales mix ever since**

**By John A. Richards**



**M**ID-AUGUST heat steamed Buffalo's sidewalks. The peak dryer season was still months away. But plastered on the window of Kolipinski Bros.' appliance showroom at 1125 Broadway were ten identical signs. All of them screamed the same message: "WILDEST TRADES ON MAYTAG!"

The imaginative and forceful head of this western New York firm, Leon Kolipinski, was out to crack the \$200 barrier in washer-dryer pairs.

The ten Maytag signs were only part of a bigger plan. Already on Sunday, August 18, the opening salvo of this unique drive had been fired in the Buffalo *Courier Express*. A full-page ad heralded Kolipinski's "Operation Big Deal," promising a solid week of laundry bargains, with no money down, and the biggest trades in town.

Prominently displayed in the ad were two dryers and four washers. Two of the latter were wringers. A price quote under the dryers read: \$128.88. Under the automatic washer it read \$148.88, and under the wringers, \$88.80.

The big price ballyhoo heralded: "Automatic Dryer and Wringer Washer: Both Only \$198."

"The time," says Leon Kolipinski "to prod dryer sales. I decided to make a stab at it by featuring laundry pairs for under \$200."

#### Well-laid Plans

The promotion that rocked the Buffalo laundry equipment world did not materialize out of thin air. Kolipinski communed for many many hours with his books and his last year's figures.

"Our analysis of 1956 laundry figures," he points out, "sharpened our thinking. We moved 800 laundry pieces. Six hundred of these were washers, 200 were dryers. Ten to 15 percent of total unit sales represented matching combination sales. That meant about 80 pairs, or 160 pieces. Electric dryers in the pair outstripped gas four to one. We sold no wringer pairs in 1956.

"We decided our greatest opportunity lay in the great untapped dryer field. Further, we reasoned that a further segment of the potential market remained wringer washers.

"Final conclusion: Why not go after the dryer and wringer business at one and the same time? No wringer-dryer pairs were sold in 1956. Why not make a drive on these pairs and, at the same time, pick up prospects in the market for wringers alone, and those with washers who wanted dryers?"

Selling matched pairs, Kolipinski felt, had stymied the sale of wringer washers with dryers. He must work out a price leader promotion on which to peg his dryer-wringer push.

Since the Kolipinski operation counts 80 percent of its laundry business in Maytag, the next step was to work out the details with that company's western New York representative, Joe Pfeister.



SLOW AND UNBALANCED laundry sales were the reason behind Leon Kolipinski's decision to feature wringer washers and dryers in his "Operation Big Deal" promotion.

A three-month promotion resulted. The plan called for a week's pre-season push in late August, with follow-ups in September and October to sustain momentum. Total cost was figured at \$6,800 with Kolipinski's share coming to about \$3,800, a not too startling figure for this dealer, since he budgets 4.5 percent of sales for advertising in a year.

#### How It Went

The promotion-opening ad brought in 150 prospects the first day. Kolipinski worked off the ad until 11 pm and sold 20 pieces that day. Three sales were combination automatic washer and electric dryer sales in the \$499 range; nine were automatic washer sales, three at \$229, the balance at \$300; and five were wringer washer sales at \$150.

Ads that week drummed away at "Operation Big Deal".

When the week was over and the tally was in, this is what the reports showed:

- Four hundred and seventy-nine people came to the store, while total phone calls ran to about 500. In the weeks which followed customers were still trickling in.

- A total of 60 laundry units were sold. Fifty-one percent of these were automatic washers; 33 percent were dryers; and 16 percent were wringers.

- A total of six dryer-wringer pairs sold. That's six over the "none" sold last year.

"The pattern of sales was definitely to the high end of the line," says Kolipinski.

And there's another aspect of this wringer-dryer breakthrough of the \$200 barrier which totes up in dollars.

Kolipinski had one eye on pre-season dryer sales and the other on stepups, where the better profit margins lie. His own working pattern in 1956 called for a gross per piece of 25 percent over cost. Laundry items thus worked into a sched-

ule something like this:

Item	Price Range	(Av.)	\$ Take
Wringers	\$ 88-150	\$150	\$40
Automatics	168-300	300	80
Elec. dryers	159-249	229	70
Gas dryers	199-239	220	60

However, the dryer-wringer pair which spearheaded this Buffalo dealer's promotion could yield no more than \$30 in gross dollars. Stepup ranges in the sale of pairs went like this: \$269, \$329, \$399, \$499, and \$530. All such sales embodied solid gross dollars, as the above table shows. As it turned out, Kolipinski's salesmen worked effectively in selling away from the dryer-wringer pair at under \$200 to the washer-dryer pair in the \$499 price range. There the yield stood at \$125 in gross dollars.

#### Budget Shift

For the type of volume Kolipinski does in laundry equipment, he must budget high in advertising. It took between \$8,000 and \$10,000 last year to build a \$225,000 total laundry volume. But the emphasis ran 60 percent automatics, 10 percent wringers, and 30 percent dryers.

Now laundry ads reflect a shift of emphasis. In 1957 automatic washers dropped in importance to 50 percent space allotment, wringers remained the same, but dryers stepped up to 40 percent.

For Kolipinski, the pre-season dryer promotion was only the opening wedge in a new laundry approach.

"Our new approach," says Kolipinski, "allowed us to make up for losses we sustained in laundry earlier in the year. We've yanked ourselves out of the rut of depending excessively on the sale of automatic washers. Now we know dryers and wringers will sell if we give them enough sales jolts." *End*



*A window full of appliances fascinates a pair of young lovers on a Parisian street. The window — and the increased consumer interest in appliances — are the result of . . .*

# PROMOTION WITH A FRENCH ACCENT

By **HELEN AVATI**

McGraw-Hill World News





TWO PHASES of Electricite de France's promotional campaign are shown in this picture of crowds lined up on Boulogne-Billancourt street to watch parade which inaugurated promotion in that city. In background is the local EDF Information Center.

## The French pull out all the stops to promote Electric Living



AT INFORMATION CENTER hostesses answer questions about appliances. Aim of campaign in Paris suburb of Boulogne-Billancourt is to double residential consumption of electricity within period of next two years.



NEXT MOVE in EDF program was to distribute gift packages to children. Each kit contained paper hats, gifts and tickets to a free movie for their parents.

AMONG the happiest people in a Paris suburb called Boulogne-Billancourt these days are electrical appliance dealers. In recent weeks their sales have shot up and prospects are that they'll continue to climb. Best of all, this comes as the result of a high-powered advertising campaign which doesn't cost dealers a sou.

Footing the bill is France's government-owned electricity authority. Electricite de France (EDF), which distributes 95 percent of the country's electric power. What EDF is trying to do is to double Boulogne-Billancourt's consumption of low-voltage kilowatt hours in the next two years. And to get things started, EDF last fall undertook a big

program of festivities, including a parade, free movies, gifts to the kids and opening of a well-equipped information center where pretty EDF hostesses give advice and demonstrate appliances.

As an added spur to hesitating housewives, EDF made two other offers. First, a set of new rates went into effect which lower the hourly cost of electricity. Second, free re-wiring was offered. To the average Boulogne housewife, whose wiring will take only a few light bulbs and an electric iron, this was an attractive offer. Dealers have been cashing in on it, too. To get the free wiring housewives must fill in a coupon and leave it with their dealers, who in turn send the coupons

to the EDF information center. When housewives bring in their coupons, dealers have been showing them the appliances they carry, explaining their credit terms, and ringing up record sales.

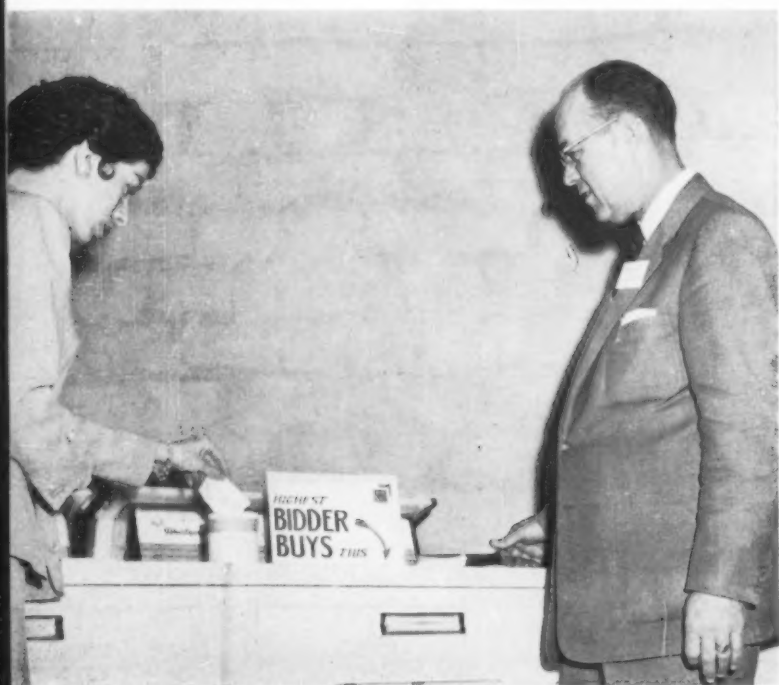
### Dealers Participate

Dealers have an important role in the whole EDF scheme. First of all, details of the program were worked out by a committee of EDF officials and representatives of Boulogne's appliance dealers and electrical-installation specialists. Through this committee, the 70 Boulogne dealers who handle certified appliances were invited to participate in the program. They were all given

(Continued on page 100)



**EXTRA TRAFFIC** was created in store by adding to carnival atmosphere with hot dogs, soda pop and corn chips—all for a nickel.



**VISITOR** who made the highest bid on this automatic washer was offered a chance to buy it at his bid price—and so were other contestants who would meet the bid.

SAVE AT TK'S \$\$\$ • SAVE AT TK'S \$\$\$ • SAVE AT TK'S \$\$\$

**SAVE AT... KIMZEY'S KARNIVAL of VALUES**

**\$30,000 WORTH OF PRIZES AND CERTIFICATES**

**SPIN the WHEEL**  
EVERYBODY WINS!

**GUESS NO. OF BEANS IN THE JAR! -WIN- AN RCA VICTOR PORTABLE TV**

**RCA VICTOR 45 RPM RECORDS 19¢**

**Continuous Demonstration**  
**RCA WHIRLPOOL ELECTRONIC RANGE -SEE-**

- Bacon Cooked in 1-Minute
- Cake Baked in 45 Seconds

**ALL DAY FRIDAY ONLY! At Kimzey's Karnival**

- Hot Dog
- Coke
- Pkg. of Fritos

**All For... 5¢**

**BUDD VASE at TK's KARNIVAL 6¢**

**AUCTION SALE**  
FRI. SAT. SUN. ONLY  
HIGHEST BID BUYS THIS WONDERFUL RCA WHIRLPOOL CUSTOM WASHER  
Tear-up and Other Appliances to Bid on Also

THESE ARE BUT A FEW OF THE VALUES AND SURPRISES AWAITING YOU AT KIMZEY'S KARNIVAL

**Television by TRUETT KIMZEY**  
3515 WEST VICKERY OPEN SUNDAY 1:30 TO 5:30 P.M.

SAVE AT TK'S \$\$\$ • SAVE AT TK'S \$\$\$ • SAVE AT TK'S \$\$\$

# Nothing Beats a Carnival

when a TV dealer wants to announce the fact he's taken on a major appliance line. It worked that way for Truett Kimzey of Fort Worth, Texas





**OLD** guess-the-beans-in-a-jar contest was still another traffic inducement used by Kimzey, drew some people who were not interested in making bids on the washer.

**T**HE ad you see here was Truett Kimzey's way of telling the Fort Worth, Texas, public that he had added white goods. It's not the obvious way to do it. He could have said "Kimzey's proudly announces its appointment as a franchised RCA-Whirlpool dealer." Instead, he picked a way that created several thousand dollars worth of sales and secured about 1,000 prospects.

The carnival promotion itself resulted from several basic conditions and earlier decisions. Kimzey was a specialist in television (RCA and Magnavox) with no customer following or experience in major appliances. But early in 1956 he foresaw a continuing decline in TV volume. By the middle of the year he

made his first decision—add white goods. Since he already carried RCA it was logical to add Whirlpool. The third decision, how far to go, was more difficult.

"No dealer as new to the white goods business as I am should overdo things," he said. "My TV business is a big success and I'd be foolish to give up a major portion of my TV floor space to stock every appliance model. Instead, I am using a small section of the store to display only those items which are the best movers."

Kimzey's general manager, Robert Crouse, found out in advance what the best movers would be by consulting area sales records of the Adleta Co., Dallas RCA-Whirlpool distributor.



**BEFORE** carnival announcement of Kimzey's entrance into white goods he and salesman Robert Crouse held training sessions with distributor man John Roberts to learn the line.



**IMMEDIATELY** after the promotion Kimzey started following up with direct mail and telephone calls on the 1,000 leads he had obtained. Charge account customers were hit first.

Kimzey's fourth and final decision—when and how to introduce the new line—was the big one.

He picked March, 1957, for two reasons. First, it would give him and Crouse the months of January and February to make their plans. Second, he wanted two good promotions in a two-month period. He could count on one ready-made, the April, Fort Worth Home show, a proven producer of both leads and sales. "So," he says, "I decided to introduce our white goods line in March and then keep interest and sales going with participation in the home show in April."

Above all else, Kimzey wanted exposure; he wanted crowds to visit his store and see the merchandise. To accomplish this a carnival was

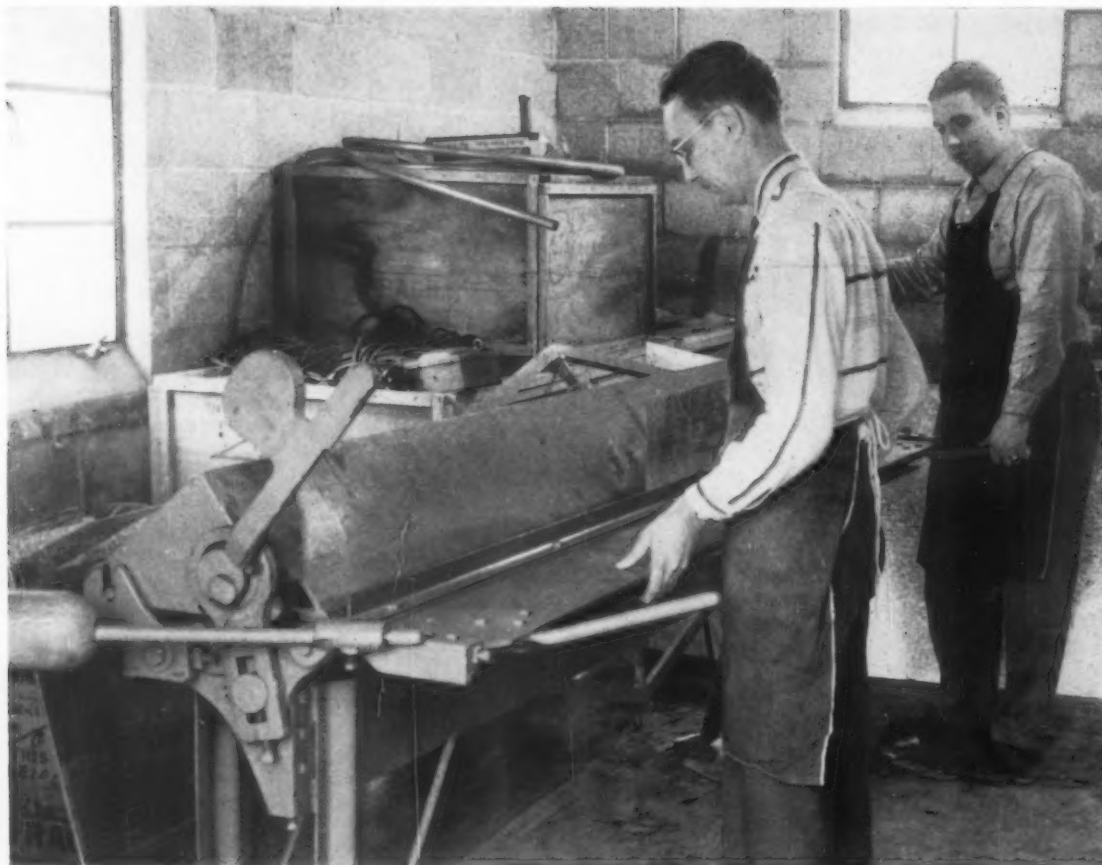
a natural promotional device.

"We wanted to sell at the carnival," he says, "but in order to sell you have to attract people and let them know you have appliances."

The big appeal in the carnival was not, as Kimzey expresses it, "low-low prices or special deals," but prizes, free gifts, food—all of which were played up in radio, TV and newspaper advertising. Visitors to the store could buy a combination of a hot dog, a soft drink and corn chips for only five cents. Guessing games, gifts and prizes for everyone were stressed. Prices were conspicuous by their absence.

Some of Kimzey's gimmicks provided him with information and leads. Visitors were asked to state their appliance preferences on regis-

(Continued on page 108)



**\$1500 worth of sheet metal tools like this made it possible for Cooper TV & Appliance, Tarrant, Ala., to sell \$32,000 worth of central heating and air conditioning and net**

## 35% On Central Coolers!

**S**ERVICE was the only business of Cooper TV & Appliance Service Co. when the Tarrant, Ala., firm was established in 1950. Two years later, the company broke into retailing, chalked up a modest service and sales volume of \$80,000.

The following year, Cooper TV invaded white goods and television sales in earnest, bent on big volume. The volume came, accompanied by a shift in emphasis from service to sales, and hit a peak of \$300,000 in 1956. The joker was this: not only in percentage but in dollars as well, Cooper TV showed a better net in '52, its \$80,000 year, than it did in '56.

To president Currie Cooper and vice president Jim Bogue, the message was loud and clear—pull the business back from a position of exposure to every sharpshooting shopper and competitor, and give it some cover in which to operate efficiently and to regain its lost net.

Cooper and Bogue have found the way in a new department established in May

of last year—heating and air conditioning. From a standing start (the firm had no personnel experienced in the new field, little special equipment at the beginning), Cooper TV made 26 gas furnace and self-contained and remote air conditioner installations during the summer and fall of 1957, for a dollar volume of about \$32,000.

The jobs, all in existing buildings, ranged in size from a two-ton packaged air conditioner for \$890 installed, to a five-ton remote unit for \$1,850. And the happiest fact of all is that on each of the 26 installations, Cooper TV realized a gross profit (total, less cost of unit and materials) in excess of 50 percent. Though he hasn't figured an average net on heating and air conditioning, Currie Cooper's estimate is 35 percent.

It cost the firm little to crash this new business. The presence in the organization of partner Fred Cooper, whose mechanical aptitude is high, and electrical and refrigeration experience wide, made

it unnecessary to tack a high-priced specialist to the payroll. The company's distributor asked it to stock neither units nor parts—no investment needed there.

Ductwork, which represents the lion's share of the construction phase of heating and air conditioning, was to be bought in ready-made sections, joined together on the job. Wiring would be subbed to electrical contractors where required, while Fred Cooper would handle it in codeless towns. Gas fittings would be given to plumbers. With the purchase of a new pickup truck (which would have been bought anyway), Cooper TV & Appliance Service Co. was in the heating and air conditioning business.

### Trouble Comes Early

It took two installations (the first supervised by a distributor-furnished engineer) for the Coopers and Jim Bogue to find and rectify the one glaring weakness in their new operation—ready-made ductwork. The 18"-diameter round pipe



required to move sufficient CFM's of air for a medium sized air conditioner was readily available in two-foot lengths, which had to be screwed and taped together to form ducts.

Beyond this added labor, the pipe was expensive and tough to work with in cramped crawl spaces. The firm could have had it made up in longer lengths, but not cheaply (16 feet for \$14.24). Rectangular duct was a lot easier to handle, but even more expensive (one 10" X 12" straight eight-foot section would cost \$18 made up). The metal itself was cheap, however—\$2.12 for a sheet of 3' X 8' stock.

The answer was obvious—set up a sheet metal shop. The firm put out about \$1,500 for a set of sheet metal hand tools, and the four basic machines needed in the cutting, shaping and flanging of metal for rectangular ductwork—a bending brake, with which right-angle bends are put in sheet stock; a slitting machine for cutting metal to size from standard 3' X 8' sheets; a Pittsburgh lock former, to put a horizontal locking seam along the duct halves; and a cleat former, to shape the drive cleats with which sections are locked together, end for end.

#### Quantity Buying Cuts Cost

With the firm buying metal in lots of 500 sheets and fabricating its own ducts, enough money was saved in the first six months to write off the cost of the machinery. The same 16 feet of pipe that cost \$14.24 in ready-made 18" round stock is now turned out by Fred Cooper or Jim Bogue in 10" X 34" rectangular duct for \$6.49 (\$4.24 for two sheets of metal, plus one hour of labor estimated at \$2.25). The same straight eight-foot section of 10" X 12" rectangular duct that cost \$18 at a commercial sheet metal

shop is formed in less than an hour for about \$4 (\$2.12 for the sheet, about \$1.85 worth of labor).

There's little doubt that sheet metal work holds the key to any heating and air conditioning operation, Bogue feels. It represents the bulk of every job's labor, and in it is most of the markup. Moreover, the performance of a system is utterly dependent on its ductwork, and the management of Cooper TV understands the importance of maintaining control over it, from layout through fabrication to installation.

Bogue, who handles all of the company's heating and air conditioning sales, gets his leads from the distributor, from Cooper TV's own advertising, and from radiation. It took him only a few sales to develop what he calls his "quick estimate" technique. He can gauge Btu or cooling requirements, add installation costs, and come up with a firm estimate (and a signed contract) after three or four hours in and around a house.

#### How to Figure the Job

First, he decides on the unit that's indicated, and figures his markup on it; then come metal, labor and markup on ductwork; then electrical and piping requirements and costs. Finally, he reviews the estimate, adding a bit here and there to cover errors and anticipated service, perhaps shaving it in spots—shaping the whole in short for the customer at whom it's to be aimed. The trick here is to make the bid high enough to be profitable to the company, yet keep it low enough to fox competition.

For engineers and other technically oriented prospects, Bogue uses a factory sheet impressively titled "Survey, Load Estimate and Equipment Selection Form." When its countless blanks are

filled in, Bogue's conclusions are usually just about what they would have been in a free-hand estimate, but the prospect's secure in the feeling that the figure has been reached scientifically. The drawback here is that only after investing several hours in the form can Bogue begin to sell, while during a quick estimate he sells as he works.

In estimating, he's careful to take into account the area in which the unit is to be installed. Shoe-horning a 670-pound air conditioner into a small, oven-hot overhead crawl space, or a furnace into 36 vertical inches of muddy darkness beneath a house, can be twice as hard and take twice as long as installing the same units in finished attic or poured basement.

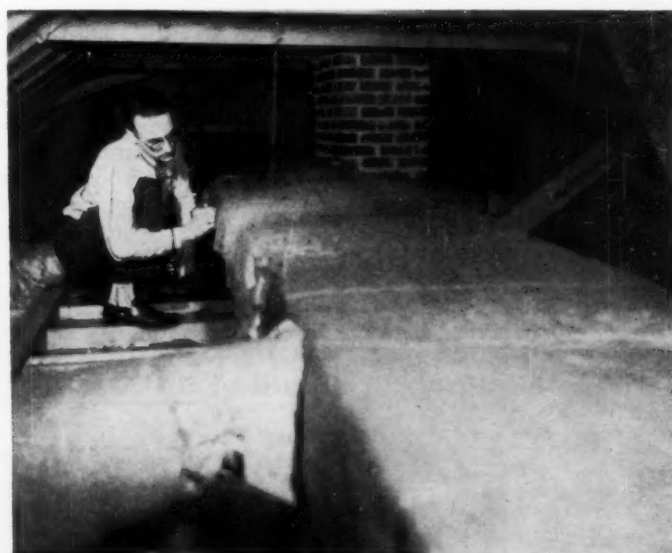
#### Next Year Even More

Next year, the firm will refine and expand its heating and air conditioning operation, try to force it up to at least 25 percent of total volume. Some sort of group sales plan will be developed—dinner parties, perhaps, held in the homes of happy users, with Bogue trying for multiple sales within the group, and the hostess receiving a traffic appliance for having the party, plus a commission on resulting sales. More sheet metal fabricating equipment will be bought (still lacking are spot welders, a riveting machine, flanger, crimper and a smaller, four-foot bending brake—about \$2,000 worth).

The partners view heating and air conditioning with great affection, find it highly profitable and cursed with little competition. It has been a cash business so far, with only two of the first year's 26 installations financed. Nobody, it seems, is eager to pay interest at a six to eight-percent-per-annum clip over a period of three to five years. *End*



LOCKING SEAM machine is one of hand tools purchased by Cooper TV which is essential to the fabrication of ducts. Cooper TV found ducts easy to make using newly purchased equipment.



SQUARE DUCTS made by the company are easy to handle, cost substantially less than prefabricated ducts—\$4 as compared with \$18—and make the company's profit possible.



# Porcelain Enamel

in **COLORFUL, CAREFREE**

## \*color!

For the homemaker who loves color in her kitchen, Porcelain Enamel is the very best! There's a wide selection of decorator colors available in Porcelain Enameled appliances and housewares. The color isn't just surface applied, either . . . an integral part of the finish, it goes all the way through . . . never peels, fades or ages.

## \*long life!

No other finish for home appliances stands up to constant household use like Porcelain Enamel. Created by fusing a 100% mineral coating to the metal base at high temperatures, the glass-like finish wears a lifetime. This durability is a good sales point with customers interested in long term investment (and aren't they all!).

## \*stainproof!

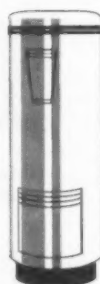
When sinks, refrigerators, freezers, ranges, washers, dryers, etc. carry the Porcelain Enamel label, the home owner has no worry about permanent stains from fruit juices and other household acids, alcohol, lipstick, iodine and similar products that usually stain or destroy other finishes. Glass-hard Porcelain Enamel is impervious to these damaging agents.

Porcelain Enamel provides **SALES FEATURES** for many other household products

### Free-Standing Ranges, Space Heaters

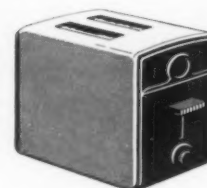


This durable material, as easy to clean as glass, does much to improve appearance. Despite hard, everyday use, ranges and space heaters of Porcelain Enamel are easy to keep clean and fresh in appearance.



### Water heaters

A glass lining—a common name for Porcelain Enamel on water heater interiors—is being insisted upon by more buyers every day because of its superior resistance to rust and chemical deterioration.



### Toasters

Color and texture, plus resistance to scratching, heat and fading—these are substantial sales points with handsome new Porcelain Enamel toasters. Designs are distinctively new; attractive colors complement the finest of modern kitchens.





has what homemakers want . . .

## APPLIANCES

*\*heat-proof!*

For years range manufacturers have been users of Porcelain Enamel for both interiors and exteriors. No wonder—it is flame-proof and completely resistant to all cooking or baking temperatures. In fact, even a hot iron placed flat against a Porcelain Enamel surface has no damaging effect.

*\*beauty!*

Its luster appeals to women who like things sparkling clean. Simple washing with soap or mild cleanser keeps it sanitary, bright and new looking for years.

*Penny Edwards\**

points out that no kitchen can be really modern unless these necessary fixtures and appliances are finished in lifetime Porcelain Enamel.



\*Home Service Director, Porcelain Enamel Institute



### Helpful Chart

with educational photographic illustrations of Porcelain Enamel's serviceability. Free on request. Use coupon.

FRIT DIVISION

**PORCELAIN ENAMEL INSTITUTE, INC.**

Associations Building, 1145 Nineteenth St., N.W. Washington 6, D.C.

PORCELAIN ENAMEL INSTITUTE, INC.  
Associations Building, 1145 Nineteenth St., N. W. Washington 6, D. C.

Please send me the following "sales boosters":

- ☐ "Porcelain Enamel for Better Living" booklet ☐ Illustrated Wall Chart  
☐ "Selling Facts" booklet ☐ "Prove for Yourself . . ." booklet  
Quantity prices of these literature items available on request

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

(PLEASE PRINT)



Ken Stucky and Siemon (Whitie) Dettmer of Stucky Brothers, with Jack Easley, Chromalox Sales Representative, are shown planning a recent successful Range Modernization Campaign using Chromalox Microtube replacement units. Stucky Brothers sell both Microtube replacement units and Microtube equipped ranges.

## "Don't overlook these profit opportunities... sell Chromalox!"

*Ken Stucky, Stucky Brothers, Fort Wayne, Indiana—Past President, N.A.R.D.A.*

### SIMPLE LINE TO HANDLE AND INSTALL

Like thousands of profit-wise Appliance Dealers, Stucky Brothers have realized big advantages from having a small stock of Chromalox units. You can easily carry all items right with you to complete a job on one call. What's more, installation is fast, simple.

### FULL PROFIT MARGINS

Two small and one large Chromalox Microtubes total \$36.55 list\*—or \$12.79 gross profit... PLUS installation charges for about 40 minutes work. You service 98% of the ranges of any make or age with only four Chromalox Adaptors and only two new Chromalox Microtube Surface Units.

### COMPLETE CUSTOMER SATISFACTION

Mrs. Range Owner will love the excellent improvements in the Microtube II, making her cleaning job the easiest of any range unit, and giving her the fastest heat response, long life and efficiency.

### LEADS TO NEW RANGE SALES

The same top performance and appearance advantages that you use to sell replacement units can help you sell new

ranges when you encounter those ranges that are beyond repair. You'll find Chromalox slim-tube units on better electric ranges everywhere.

**Get action now**—You need only a small stock to put you in the picture in a big way.

Get the full story. Write for a copy of Catalog 900A.

\*Prices slightly higher west of the Rockies

## CHROMALOX Electric Heat

Edwin L. Wiegand Company

7525 Thomas Boulevard, Pittsburgh, Pennsylvania • CHURCHILL 2-6400

ONE CALL GETS THEM ALL... SEE YOUR CHROMALOX DISTRIBUTOR



**OVEN ELEMENTS**—The first electric baking element designed, built and tested to beat replacement problems. Unit comes in two sizes to fit all regular and wide ovens with terminal openings centered in back wall. Easily installed—only pliers and screwdriver needed. Hinge assembly with permanent electrical connections eliminates the old prong-type terminal block.



**IMMERSION WATER HEATER REPLACEMENTS**—Chromalox is the only supplier that gives you Immersion type units and thermostats for ALL domestic water heaters. There's a flange to fit all tank openings. Just two types—single or double throw—thermostats do the entire job of replacing all types—immersion, clamped on, screw mounted. And the same thermostats are supplied on most heaters as original equipment.



**NEW WRAP-AROUND WATER HEATER ELEMENTS** feature both terminals at one end, free floating terminal block, spring loaded mounting for better contact. With Chromalox, only seven standard heaters and four standard extension straps fit all 14-16-18-20 and 22 inch tanks.



## HELP YOURSELF TO GOOD HELP

STORY STARTS ON PAGE 61

obvious duds and having the likely candidates fill out their applications before they reach you for an interview.

In cities where there are no commercial employment agencies, the State Employment Office is a potential source of help; otherwise, white collar workers prefer to register with a private agency. A private agency, they feel, has more incentive to place its clients because it works strictly on a commission basis. Some of the largest and most successful merchants reject agency services on the ground that any applicant requiring help to sell himself lacks self confidence and initiative. Generalizations, however, are dangerous. One of the most capable employees I ever hired came from a State Employment Office.

### How to Pick and Choose

Henry Ford long since demonstrated the wisdom of paying a premium to get the best talent and the greatest producers. Success is yours too, if you skim off and retain the cream. This process of separation entails tools for measuring and recording each applicant's qualifications. The first processing aid required is a simple mimeographed letter-sized application form similar to the illustration. Before the interview the applicant should fill out the form in his own handwriting. Provide a place where he can write in privacy, or, if he prefers, let him make it out at home.

A quick glance at the application will give you a pre-interview profile of its writer. The handwriting will suggest how well a time payment contract, ledger entry or delivery ticket would be written. Perhaps lack of education should be questioned for this generation. If I had set a high school minimum though, I would have eliminated a crack sales manager and a commission salesman whose pay checks were sometimes bigger than mine. They were both old-timers whose only diplomas were from the school of hard knocks.

The calibre of the former employers and length of service with them is most significant. Beware of the character who is

willing to work for peanuts; he may be worth just that. A man's real interests are reflected in his hobbies, and a hobby may even be useful. Drawing would help in ad layouts, interior decorating in window dressing, writing in direct mail, etc.

### What's an Interview For?

The object of the interview is to obtain a better picture of the candidate's qualifications than appears on the application blank. Trick interviews defeat their purpose. I took one once seated in the glare of an uncurtained window, heckled by an interviewer who was doing his best to test my patience, try my tact and arouse my ire. He antagonized me so that I became unnaturally diplomatic just so I could tell him what he could do with the job when he finally offered it to me.

To get a true picture, the applicant must first be put at ease. Try not to keep the candidate waiting. No third party should be present and the ice should be broken by introducing a subject of mutual interest. While the weather might serve, a more original topic will usually result from your rundown of the application. Perhaps you know one of the references; a former employer; the high school principal; or maybe you both play the trombone.

Once the conversation has started to flow in natural channels, you can subtly steer it in the desired direction and get the impressions and data needed to later complete the score on the Interview Report form as illustrated. Ask questions which require a narrative answer, not just "yes" or "no". For example don't ask, "Did you like working for Jones?", instead, "What did you like about working for Jones?". And don't yield to the temptation to do all the talking; remember it's the applicant's words which tell the story.

If the applicant shows promise as the interview draws to a close, resume the initiative and give your organization a brief build-up. Explain that wherever possible you promote from within and that you pay top rates for top ability. Even if the applicant isn't hired you may create

(Continued on page 88)

If you're not  
selling  
**PHILCO**  
-you're working  
too hard!



Just ease through the next  
6 pages and you'll see why!



# Here's the most sensational deal in PHILCO-BENDIX LAUNDRY history!

**New models...new advertising  
...new promotions to pay  
you big dividends in the  
home laundry market!**



## New PHILCO-BENDIX THRIFTY THREESOME!

**Lets you make two  
matched pair sales with  
a three-unit display**

Look! One new low-priced Philco-Bendix "Wrinkle-Free" Dryer matches both top-loading "Lint-Free" Automatic and front-loading Gyramatic washers. No matter what kind of washing action your customer wants, you can give her the right matched pair . . . at the right price.

What's more, you can make top-ticket sales the same way, with the famous Philco-Bendix *Custom Threesome*. Together, these triple-threat demonstration centers give you the most complete step-up story in the business—in matched pairs and single units. Another Blue Chip exclusive from Philco-Bendix Home Laundry.





The one combination that outperforms even separate units!



MODELS CE & CG 788

## PHILCO-BENDIX DUOMATIC WASHER-DRYER

It's the biggest selling combination on the market! Nothing washes cleaner. Nothing dries safer. Only the Duomatic gives your customers all the features of a custom washer and custom dryer in one machine.

- Big Filter Drum washes cleanest, dries up to 45 minutes faster than

any other combination. 2880 filter holes trap all lint!

- Perfect for Automatic Wash 'n' Wear — washes, dries, de-wrinkles in less than 40 minutes!

- Safe even for miracle fabrics. Has exclusive "Power Soak" cycle for washing heavily soiled clothes.

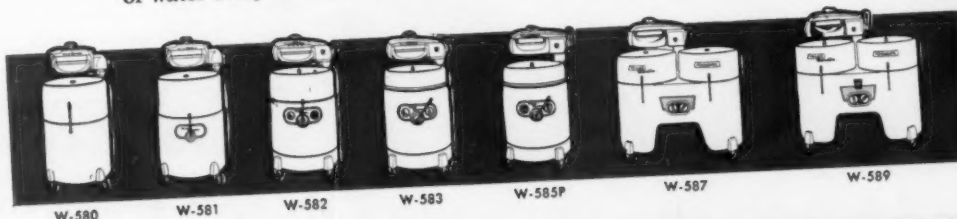
**4 GAS AND ELECTRIC MODELS**

## BRAND-NEW PHILCO-BENDIX WRINGER WASHER LINE

...featuring new Filter-Clean washing action! Only Philco-Bendix Blue Chip laundry dealers have it! Now you can offer your customers truly lint-free wringer washers. This exclusive Filter-Clean system filters a complete tub of water every two minutes during

both wash and rinse cycles. So easy to demonstrate, so convincing, it's a cinch to make the sale.

The Philco-Bendix '58 wringers are real traffic stoppers, too... with new deluxe control panels... new turquoise trim... gleaming chrome wringers. Blue Chip all the way!



MODEL W-585P

## HOTTEST SALES RECORD IN HOME LAUNDRY!\*

MORE COMBINATIONS SOLD THAN COMPETITION COMBINED

AUTOMATIC SALES UP OVER **150%** Industry sales down 13%

DRYER SALES UP OVER **264%** Industry sales down 10%

WRINGER SALES UP OVER **50%** Industry sales down 22%

\*Source: published industry figures, Dec. '57

## PLUS exciting new advertising and promotion!

Week after week after week of full-page ads in *Life*. Ads not only feature top-of-the-line units, but also hot new promotional models at traffic-pulling prices. *Life* campaign climaxes in April with a mighty eight-page blast! Plus tie-ins with AGA, Tide, Dash, Calgon... and leading wash and wear manufacturers, including Botany "500." Call your Philco distributor today for the full story!

Philco-Bendix Home Laundry Appliances are brought to you by Philco Corporation.

# just out...and jam -



**HUGE**

RD-1186

ANY WOMAN'LL TELL YOU that the compact, feature-packed refrigerator is the one she wants in her kitchen—a model just like this! Philco's added it to the '58 line at a price to delight everyone!



## ...and here's the easy way to sell freezers!

**OFFER THESE FEATURE-PACKED  
PHILCO MODELS AT NEW LOW PRICES!**

### Deluxe Upright 14-cu.-ft. Freezer

- 14.6 cu. ft. — holds 511 lbs.!
- Three aluminum fast-freezing shelves!
- Almost 19 sq. ft. of shelf area!
- Glide-out storage basket!
- Handy Freezer Bar storage door!

### You'll never find a better traffic builder!

Imagine! This neat chest freezer holds 294 lbs., yet can sell for the same as models holding much less (and still give you a good profit!)

**EXCLUSIVE** Sloping Front Design... counterbalanced lid... all food within easy reach.



FH-882

Can sell **\$199<sup>95</sup>**  
as low as



FV-1492



# packed with features!

*Brand-New for 1958*

**HIGHEST VALUE EVER  
LOWEST PRICE EVER**



## 10.2<sup>CU. FT.</sup> PHILCO AUTOMATIC TWO-DOOR REFRIGERATOR

*Here right now!  
to perk up  
spring and early-  
summer sales!*

### WITH ALL THESE POPULAR, DELUXE FEATURES:

- ✓ New! Clear-across Crisper!
- ✓ Full-length Dairy Bar Door!
- ✓ Big roomy freezer (holds 70 lbs.!)!
- ✓ Automatic defrosting!
- ✓ Cheese and Butter Keepers!
- ✓ Room for 1/2 gallon milk cartons in door!
- ✓ 15.9 sq. ft. of shelf area!
- ✓ Philco's 5-Year Warranty!
- ✓ Low price range with high profits!

Ask your Philco distributor for details on this new spring model.

**PHILCO OUTDATES 45 MILLION REFRIGERATORS WITH...**

# Tri-frigeration

*exclusive in the '58 Philco*

## SUPER MARKETER



RF-1488

Three separate zones, each one the perfect temperature for a different kind of food!

### 1. 38° ZONE REFRIGERATOR

keeps regular foods perfectly. Special egg, butter and cheese compartments, too; plus exclusive Misty Crisper.

### 2. 33° ZONE MEAT LOCKER

a separate cooling system (not just another meat pan) keeps meat fresh days longer without freezing!

### 3. ZERO ZONE FREEZER

with 5.2 cu.-ft. capacity keeps 181 lbs. of frozen foods safe and solid with special sub-zero freezing surfaces.

### DON McNEILL selling for you!



One of America's greatest mass audience salesmen, Don McNeill, is telling the fabulous Tri-frigeration story to his huge daytime radio audience.

NEWSPAPER AND MAGAZINE ADS all over the country, featuring Tri-frigeration, in a big, continuous advertising campaign.

**LOOK AHEAD... and you'll choose PHILCO.**

# You can sell all Philco Air Conditioners BY DISPLAYING ONLY 2 MODELS!

...with cooling capacity guaranteed on every unit! \*



## NEW PHILCO Noiseless

quietest  
air  
conditioner  
made!



Model No. A-1082

So quiet they'll hardly know it's there! Whisper-quiet inside and outside. Ideal for city apartments. Loaded with sales-closing features:  
Runs on normal house voltages, flush-mounting all-metal cabinet, wall-to-wall cooling and ventilation, file-drawer chassis. Cooling capacity guaranteed on every Philco unit!

\* Rated in accordance with ARI standards

## FAMOUS PHILCO Bantam

the world's most  
imitated air conditioner  
now a full 1 hp!



PHILCO  
BANTAM  
Air Conditioner

Model No. A-984

Gives guaranteed cooling capacity — and you sell 'em right off the floor! Exclusive features include:

Decorator-styled cabinet, draft-free cooling, sales-aiding carry-home carton. The Bantam runs on normal house voltages. Satisfied customers — a cinch to install!

## BUY 'EM BY PACKAGE

...ask your distributor  
about the big **BONUS!**

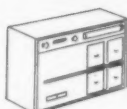
There's a Philco merchandising package exactly right for you and your market!

"SIX PACK" — Six Bantams, packed and banded for easy shipping, easy storage.

"EASY EIGHT" — Eight units, all sizes.

"SWEET SIXTEEN" — Sixteen units, choice of sizes. Perfect for dealer who requires a general assortment of sizes and voltages.

## OTHER BIG-CAPACITY PHILCO® AIR CONDITIONERS



1-hp

A-1282-2  
A-1282-11



1 1/2-hp

A-1582-11



2-hp

A-2082-11

HERE'S EXTRA PROFIT!

## AMAZING PHILCO IONITRON

Your customers will actually *feel* the difference with a Philco Ionitron.® Air is cleaner, fresher, more invigorating! The amazing Ionitron makes you feel better, work better, get more fun out of life—gives most people quick relief from air-borne allergies. Ionitron now can be attached to all new Philco air conditioners.



# NEW 40" PHILCO LETS YOU SELL THE "MOST-EST RANGE FOR THE LEAST-EST MONEY"

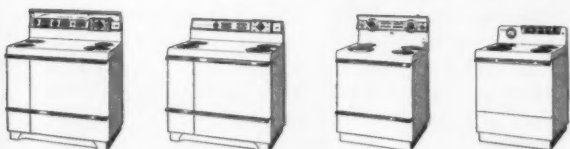
**Brand-new for Spring selling—  
priced to give you a range deal  
your customers can't resist!**

Here's the hottest promotional package of the year! This new 40" Philco range is loaded with deluxe features to outshine, outperform competitive models costing \$100 more. You can even offer the most wanted of all cooking accessories — Philco's famous built-in electric Hide-A-Way rotisserie. And that's not all. . .

- **Pushbutton controls** — a powerful sales pusher, especially in a range *this* low priced!
- **Automatic timer** that turns dinner "on" and "off." A feature women look for!
- **Wide, wonderful oven** — big family size — with easy-to-clean, tilt-up bake unit!
- **Deluxe styling** makes it a traffic stopper . . . a sure-fire profit getter for '58!

Every model in the '58 Philco line is a deluxe model, yet priced in area where 90% of all ranges are sold today. Result: 9 out of 10 prospects are Philco prospects.

**EVERY PHILCO RANGE IS A DELUXE MODEL!**

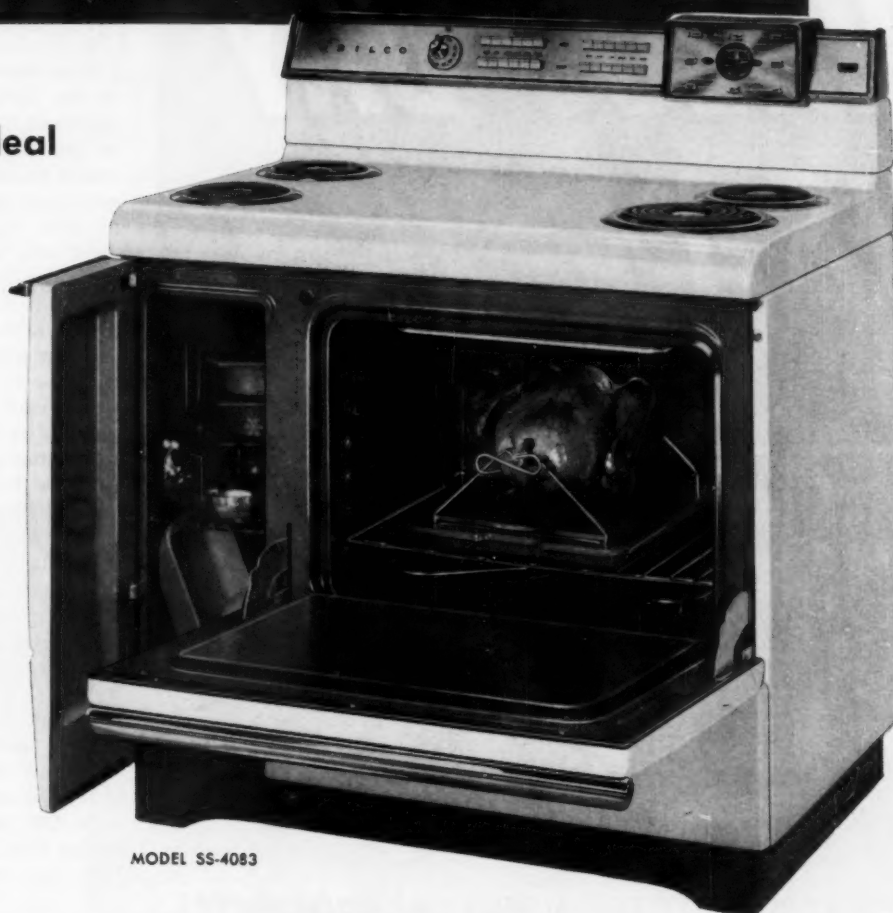


SS-4086

SS-4084

SS-3087

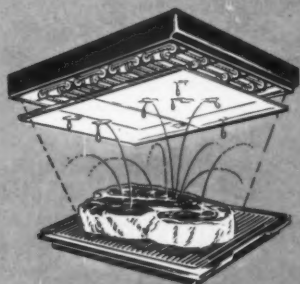
SS-3084



MODEL SS-4083

**EXCLUSIVE**

## PHILCO'S BROIL UNDER GLASS CUTS MEAT SHRINKAGE UP TO 67%\*



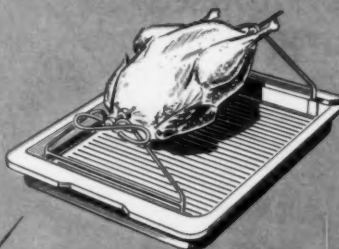
Tests prove it! Broil Under Glass saves meat, saves money every time the cook broils. Only Philco dealers can guarantee the customer so much less meat shrinkage, so much more meat to eat. Broil Under Glass makes broiling smoke-free, too! How can you miss, with a feature like this!

\*Tests available upon request



**EXCLUSIVE**

## ELECTRIC ROTISSERIE YOU CAN GIVE AWAY FREE!



It's worth \$25 — but you can give it away free with every Philco range you sell. It revolves right in the oven to give roasts a delicious "barbecue" flavor... folds to store when cooking is done. Perfect for live "demos"... perfect to boost your sales fast! Check your Philco distributor for full facts.

**LOOK AHEAD... and you'll choose PHILCO.**



WATCH FOR PHILCO'S BIG  
FULL-LINE PUSH IN **LIFE**

# PHILCO DAY U.S.A.



**8 FULL PAGES IN LIFE! 26 MILLION PROSPECTS!  
BIGGEST APPLIANCE AD IN HISTORY!**

- REFRIGERATORS • FREEZERS • RANGES
- HOME LAUNDRY • TELEVISION
- RADIO • AIR CONDITIONERS
- HIGH FIDELITY

See or call  
your **PHILCO**  
Distributor!

*If you're not selling*

**PHILCO.**

*—you're working too hard!*

## HELP YOURSELF TO GOOD HELP

STORY STARTS ON PAGE 61

a customer or a booster.

If the interview is negative, twist the rejection to make it appear that the applicant is turning the job down. Suggest that the opening would prove to be a dead end for his particular abilities, that it would be unfair to offer him a position where he would soon become unhappy and resign.

It is seldom advisable to make a firm commitment at the close of the first interview. Ask the applicant to return the next day. In the meantime you can phone one of the references and former employers and perhaps interview an even more promising candidate. You may risk hiring an applicant before all reports are in, but it is best to always confirm your judgment. Out-of-town references and employers should be checked by a form letter which can be returned in the stamped envelope provided, with the replies appropriately checked. We found that the more convenient the response, the more likely we were to get it.

No notes should be made during the interview, but as soon as the prospect has gone write your comments on the Interview Report form, compute the score, and enter it in the box on the application. The score should not be taken too literally. Obviously it is impossible to evaluate a contrivance as complex as a 105 pound blonde stenographer by a mere series of numbers from one to a hundred.

### Are Tests of Any Value?

It is advisable to supplement the application form with some type of written test. A typing test for a stenographer we take for granted, but tests are available which measure an individual's intelligence, emotional stability, manual dexterity, aptitudes and ability to learn. Large organizations follow a comprehensive program employing specialized tests for each job specification. A retail merchant cannot justify such elaborate tests, but the well-managed store should require applicants to complete one of the simple ten-minute tests which measures their alertness and suitability for the job.

Home made tests of this nature should not be attempted.

The Thurstone Mental Alertness and Temperament Tests, published by Science Research Associates, 57 Grand Ave., Chicago 10, Ill. have been used for some time by one of the well-known chains. They also publish a test to analyze subsequent employee attitude. The Personnel Appraisal System, published by Verne Steward & Associates, 14828 Mar Vista St., Whittier, Cal., is a simple three-part test which can be scored to fit any of the jobs in your store. Somewhat similar is the Personnel Test published by E. F. Wonderlic, P. O. Box 7, Northfield, Ill.

Because we tried to operate without a proper screening program our personnel turnover the first year was over 300 percent. Disabled veterans, preachers' sons, retired naval officers, and destitute school teachers paraded through our organization at an alarming rate until we realized we needed experienced help, selected with painstaking care. Then our turnover dropped nearly to zero. Rather than dwell on a subject which rates an entire book, we urge every retailer to enlist the aid of an agency such as noted above.

Having assembled a winning team, it is not easy to keep it. There are no ground rules in retail trade. Your competitors won't exactly pirate your employees; they'll just dangle a tempting offer in case your sales manager would consider a change. Because the expense of excessive labor turnover is hidden, it is often overlooked. The true cost of replacing an employee can range from \$100 for a small cog to over \$1,000 for a big wheel. It is good economy therefore, to keep your employees happy. By attracting top talent you get more for your payroll dollar even though you pay high rates. These higher rates also keep the grass from seeming greener down the street.

### How Do You Pay?

If the going rate for a deliveryman is \$45 a week, plan to pay \$50, but start him at \$45. Observe his work for a couple weeks, then if he makes the team raise him at once to \$50. Somehow the quick raise will make him happier than paying him \$50 in the first place.

(Continued on page 92)



# YOUR CUSTOMERS CAN SAVE \$10<sup>00</sup>

during this  
special

## Oster Spring Promotion

(for a limited time only)

Here's just the tonic you need to spark your spring sales efforts.

More and more women want OSTERIZERS for their modern meal making magic . . . for the quick tricks and speed with which they tackle tedious kitchen chores. Men want OSTERIZERS too for professional-like drink mixing and blending. Now . . . you can offer a two speed OSTERIZER *plus the new, efficient OSTER-ICER ice crushing attachment* for little more than the cost of the OSTERIZER alone!



### HERE'S THE DEAL!

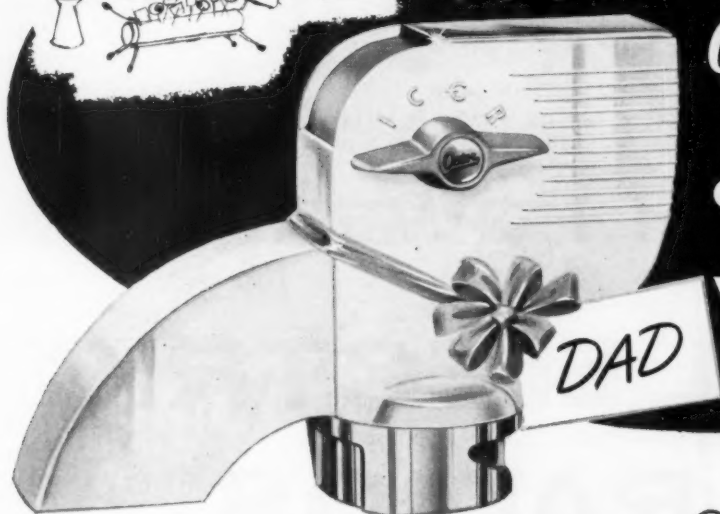
Sell BOTH the OSTERIZER and the OSTER-ICER attachment as a combination special for spring gift giving. LOOK!

*Osterizer*

432W . . . 2 speed . . .  
regularly \$39.95

**OSTER-ICER** attachment . . .  
regularly \$16.95

**You Sell BOTH for \$46.90**



Just in time for **SPRING SELLING!**

a perfect combination to promote for

- MOTHER'S DAY
- FATHER'S DAY
- SPRING BRIDES
- BIRTHDAYS
- ANNIVERSARIES

Display the combination offer . . . use the window banners and point-of-sale pieces available . . . use OSTER prepared newspaper ad mats to tie-in with the 4-color OSTER ad appearing in the APRIL 27 issue of AMERICAN WEEKLY. The profit is yours . . . so take advantage of this sales opportunity from . . .

*John Oster* MANUFACTURING CO.  
Dept. C-8, 5047 N. Lydell Ave., Milwaukee, Wis.



### ALL-TRANSISTOR POCKET-SIZE

Pocket-size powerhouse plays wherever you go. Full rich tone, remarkable range. Ear-phone jack. Choice of colors at no extra cost.

**\$39<sup>95</sup>\***

### ALL-TRANSISTOR FULL-SIZE

First full-size all-transistor portable from General Electric at **\$44.95\***. Long range Ferro-Power antenna. 4-inch speaker. Plays on low cost flashlight batteries. Choice of colors.

**NEVER BEFORE SUCH POWER! TOP**

# 1958 GENERAL ELECTRIC PORTABLE RADIOS

Take a look at the year's fastest-turning portable radio line from General Electric! It's a parade of power, priced to keep your 1958 profits marching in. Here's top transistor performance, pocket size or full size, at prices that shout "value"! A genuine leather all-transistor portable—the amazing 10,000-hour rechargeable pocket radio—and a 3-in-1 gift package to

rocket your Spring sales! There's a whopping advertising campaign all set to roll in Life, Look, Sports Illustrated, Time, Sunday Supplements plus Network television coverage on high-rated "Cheyenne" and local market saturation in newspapers. Stock the 1958 portable radio line that's loaded with selling-power—and go to town with General Electric!

\*Manufacturer's Fair Trade or recommended retail price. Slightly Higher West and South. 90-day written warranty on both parts and labor. Batteries and accessories extra. General Electric Company, Radio Receiver Department, Bridgeport 2, Connecticut.



## 10,000-HOUR RECHARGEABLE

One set of rechargeable batteries plays up to 10,000 hours. Batteries recharge automatically in recharger-travel case. With rechargeable batteries and recharger case \$69.95\*. Radio alone (less batteries) \$49.95\*.

Model P765

## ALL-TRANSISTOR GENUINE LEATHER

Most powerful General Electric all-transistor portable in genuine top-grain cowhide. New built-in antenna. Six Select-Quality transistors in new maximum-efficiency circuit. \$59.95\*.

Model P750



**TRANSISTOR VALUE—FROM \$39<sup>95</sup>\***

*3-in-1 Gift Value!*

- P745 or P746 All-transistor pocket-size radio
- Earphone for private listening
- Handsome leather carry case

Give sales a boost with this Spring Gift Sensation!

**\$49<sup>95</sup>\***



Model P725

All-transistor portable gives up to 400 hours of normal play on one set of low-cost flashlight batteries. Choice of smart colors. \$49.95\*.



Model P672

Handsome 3-way Portable plays on AC, DC or batteries! Power cord hideaway compartment; disappearing handle. Choice of colors. \$29.95\*

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

## This is the END of room cooler AIR FILTER PROBLEMS



**RIGID ALUMINUM CONSTRUCTION**  
—holds shape, won't shred

**EASILY CUT TO SIZE**  
—with knife or scissors

**SOLVES SPECIAL SIZE INVENTORY PROBLEMS**

**HIGHEST EFFICIENCY**  
adapted from famous E Z Kleen design

**15" x 24" SIZE**  
—cut to fit almost all units

**WASHABLE**  
—with water

**FULL PROFIT MARGINS**

**PACKAGED IN POLYETHYLENE**  
printed envelope

## RP EZ KLEEN WASHABLE ALUMINUM \$1.75 list price TRIM TO SIZE FILTER

**RIGID ALUMINUM CONSTRUCTION**—holds its shape, won't shed particles, is safe, clean and easy to handle.

**ELIMINATES STOCKING OF MANY SPECIAL SIZES**—Easily cut to size, the 15" x 24" Trim-To-Size Filter together with the standard E Z Kleen for popular sizes fulfills virtually all room cooler filter requirements.

**WASHABLE**—with a stream of water. A real sales feature that keeps filter and unit at peak efficiency.

**FULL PROFIT MARGINS**—The Trim-To-Size E Z Kleen is the only product of its kind on the market. Cut-price competition from "almost the same" products is eliminated.

**PROMOTION HELPS**—Envelope stuffers, catalog sheets, ad mats are all available for special promotions.

### Plus ODOR REMOVAL FOR EXTRA PROFITS WITH SUPER handi-koter

A BIG sales feature—you can sell odor removal too, with this one pint container of exclusive Super Filter Coat, the dirt, pollen and odor-removing adhesive. It's a fast-selling item that adds even more to your profit margin.



*Products of Research*

Write... **RESEARCH PRODUCTS Corporation**  
Dept. 22, Madison 10, Wisconsin

## HELP YOURSELF TO GOOD HELP

STORY STARTS ON PAGE 61

Part-time or other employees on irregular hours had best be paid on an hourly basis, and free lance outside salesmen on a straight commission; otherwise payment by salary is simpler for you and lends prestige to the employee. Preserve a consistent and high scale by reviewing the rates and performance of all personnel every six months.

Knowledge that your store is on a solid basis provides job security, and promotions from within will reduce the temptation for desirable employees to desert the team. Group health insurance, vacations with pay, sick leave, Christmas clubs, and a retirement plan are taken for granted these days. You can profitably add a suggestion contest with significant awards for good ideas. Also give the employees the privilege of buying merchandise at cost plus a nominal handling charge, but be careful. We once sold a new "salesman" a kitchenfull of appliances at cost after he convinced us he would put them to good use in evening demonstration parties. Two weeks later he thanked us for the appliance deal and left us for a civil service job. We suggest a six months aging period before such concessions. If sales to employees require financing, use an outside finance agency to avoid the possibility of future collection embarrassment.

### How to Keep Employees

Good insurance against excessive turnover is a profit sharing plan for the employees with over a year's seniority. The profit bonus should be over and above your higher than average rates, and the payments made monthly. It is difficult to generate enthusiasm in June for a reward that doesn't show until December. The most equitable basis of payment is a percentage of net profit, say 10 percent, split in proportion to each eligible employee's base earning. A plan based on gross sales, while easier to grasp and administer, defeats its purpose by encouraging sales to poor credit risks, excessive trade-ins, misrepresentation and other unprofitable short cuts to large volume.

Employee contentment cannot be purchased solely with dollars. The personality and technique of the boss can do much to keep a winning team together. The owner who is a tactful leader can accomplish miracles far beyond the reach of a ruthless driver. Much leadership is effected by example. We never needed a time clock to get the store open by 8:30. The crew knew I would always be there by 8:15 to match them for the first round of cokes.

To keep the team happy, treat the members with consideration. Never criticize an employee before others. Make your wishes known through suggestion rather than demand. If that doesn't work, draw the offender aside and explain that your suggestions are really sugar coated orders to be treated accordingly.

### Who Does What and How

Uncertainty also causes unrest. Vague lines of authority, confused procedures and inconsistent policies upset an organization. An accumulation of neglected or mishandled details can cause as much trouble as a fire the week before Christmas. Yet it is equally fatal for the manager to become mired in a sinkhole of petty details. The solution is simple and effective: Standard Practise Instructions. Each employee should have a three-ring binder reserved solely for the Instructions which apply to him. These sheets describe accurately and in enough detail to avoid error each step taken by each person for each piece of repetitive routine.

They should be continually simplified, improved and enforced. An occasional spot check can be very revealing. One Monday, seeing a new girl stumped by the stack of sales slips she had to post, I asked if the Standard Instructions were any help. "Oh," she replied, "They told me to read them, but I can't waste time now. I'll take the book home to-night." By the time I had finished going through the Instruction Sheets on Sales Slips and Perpetual Inventory, she was pretty wide-eyed. "I thought they were just regulations, like working hours,

(Continued on page 96)



# YOU'LL SELL VERSATILE HOTPOINT PORTABLES



FROM EARLY  
SPRING TO  
LATE FALL!\*

## \* That's the Hotpoint difference in air conditioners

In summer, you'll sell Hotpoint Power+Plus Portables in volume—because the customer can carry home his big capacity one-HP unit and install it himself in 5 minutes. You'll never lose sales because of installation delays.

In spring and fall, you'll sell Hotpoint Portables by showing how they double as efficient dehumidifiers to keep basements dry.

Hotpoint's Profitable Portables will extend your selling season—so get the details from your Hotpoint Distributor today.



THEY COOL AND DEHUMIDIFY  
WHEN IT'S HOT—



— DOUBLE AS DEHUMIDIFIERS  
WHEN IT'S COLD AND DAMP

### From carton to cooling in 5 minutes! 3 Power+Plus Portable Models

- \*1-hp, 115V, 7½ amp—7000 BTU'S
- \*1-hp, 115V, 12 amp—8000 BTU'S
- \*1-hp, 230V, 12 amp—8000 BTU'S

Hotpoint Dealers' profit opportunities are greater than ever before...  
If you're not a Hotpoint Dealer—you should be!

# Hotpoint

LOOK FOR THAT DIFFERENCE! (your customers do!)

HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44, ILLINOIS

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • COMBINATION WASHER-DRYERS  
CUSTOMLINE • DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • TELEVISION

small dealers ...

tall dealers ...

big dealers ...

all dealers ...



R3-30LS—30" range  
High-speed units, 24" oven



R3-30LM—30" range  
Pushbutton controls



R3-30LD—30" range  
Thermostatic surface unit



R3-40DO—40" range  
7-heat units, pushbuttons



R3-20A4—20" range  
Banquet oven, broiler



**hava**

# Havana

You're heading for the five most exciting days of your life ... and you'll travel in style every minute of the way! Your round-trip passage is already booked—on a luxurious, 300-mile-an-hour plane, with drinks and meals served high above the clouds. Your reservation is already made—at the fabulous Havana Riviera, the newest, most modern, most exclusive hotel in all Havana. Gibson has booked the completely air-conditioned Havana Riviera solidly for weeks, so you can do Havana in the grand manner. And, with Gibson to sell, you don't have to be a "big dealer" to go.

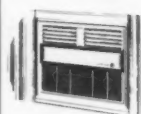
**7 Gibson product lines**

**53 different models to choose from**

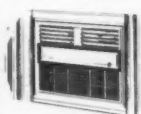
**...and everything points to Havana!**

**There's nothing newer or finer  
in Havana than the Havana Riviera.**

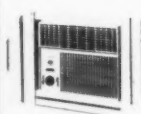
From its superb vantage point on Cuba's famous Malecon, the Havana Riviera commands a magnificent view of the fascinating city and the sparkling Caribbean. Night and day, around the clock, the fun never stops at the magnificent Havana Riviera!



1-6851—room air cond.  
1½ H.P., Air-Sweep feature



1-6852—room air cond.  
1½ H.P., Air-Sweep feature



1-5812R—room air cond.  
1 H.P. heat pump model



GU-141DO—Food freezer  
448-lb. capacity



GU-111DO—Food freezer  
24" wide, 395-lb. cap.



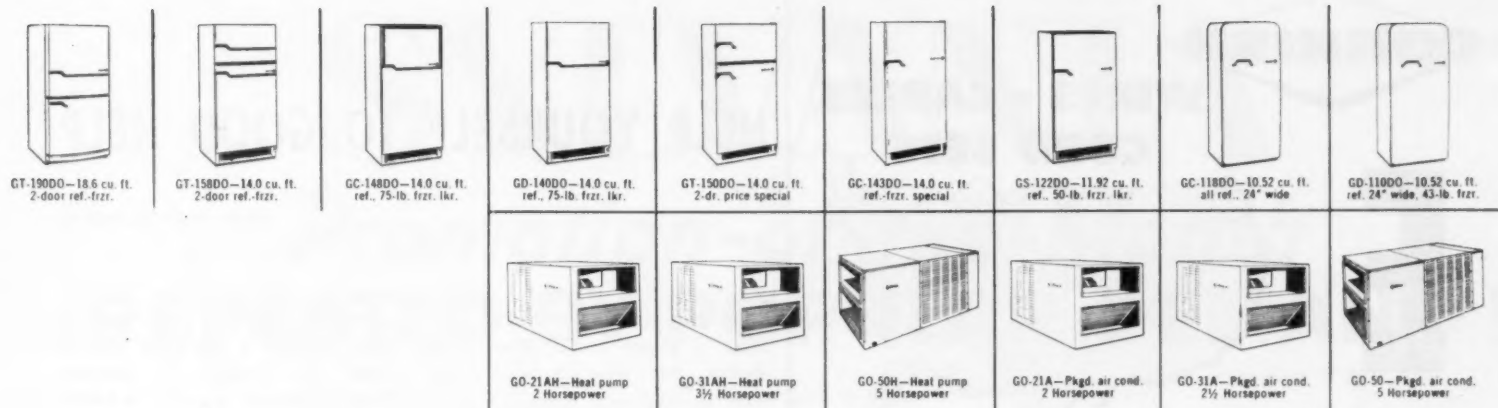
CF-17C—Food freezer  
55" wide, 568-lb. cap.



CF-21C—Food freezer  
752-lb. capacity

**get going** to Havana

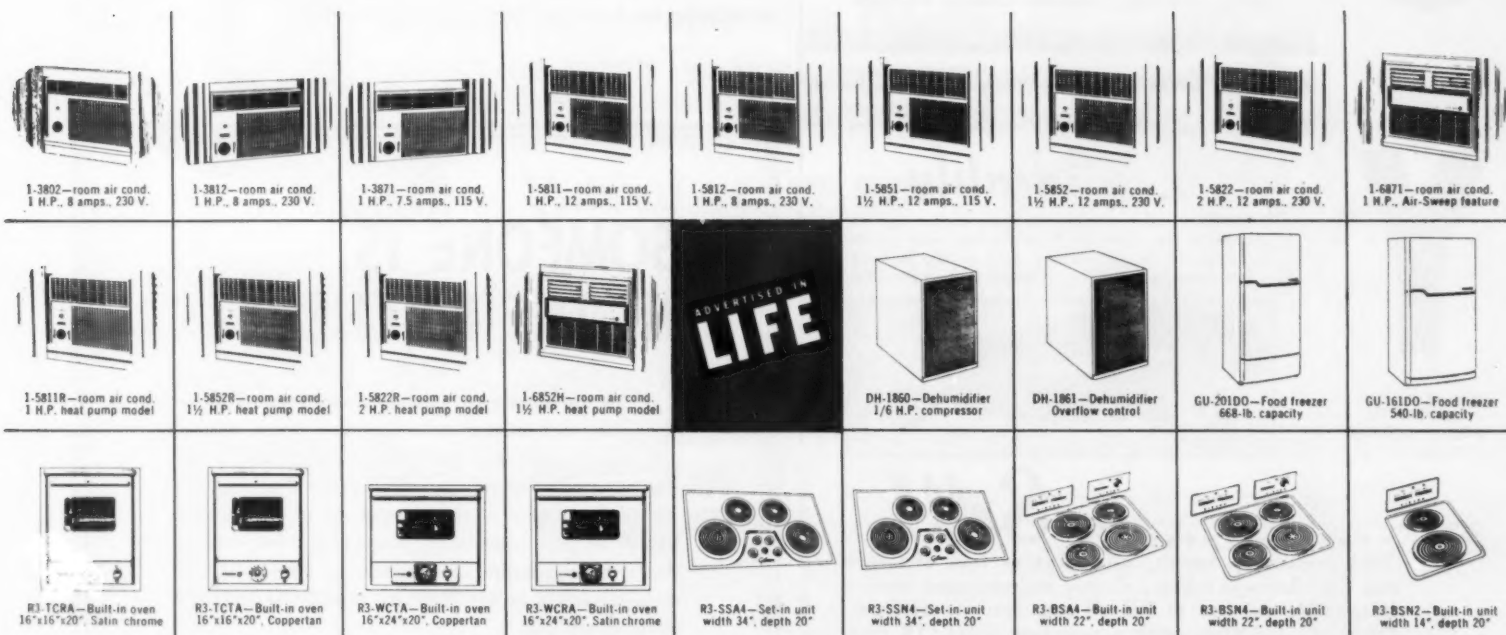




# Holiday *on Gibson*

Lowest point qualifications in history. You'll be genuinely astonished at how few Gibson appliances you have to buy to qualify—and you have 7 different product lines, 53 Gibson models to choose from. Every one of the Gibson products shown here counts toward your Havana Holiday. And it's easy to go Family Plan with Gibson—for only half again as many points, you can take your wife along.

You have until June 30th to qualify. Plenty of salable merchandise to sell and plenty of time to sell it. This is no off-season promotion, intended to unload factory inventory on you. The best selling seasons for refrigerators, freezers and air conditioners fall within the qualifying period. There's never been a trip promotion quite like this in the appliance field! Call your Gibson distributor today. The sooner you get started, the more trips you can earn. Hava Havana Holiday on Gibson!



**get Gibson**  
refrigerators electric ranges freezers air conditioners dehumidifiers

Gibson Refrigerator Company  
Greenville, Michigan  
Division of HUPP Corp.

# CORNISH

## WIRES • CABLES CORD SETS

E



A

..... to Get

Overnight service ANYWHERE, from our 15 conveniently located branch warehouses covering the country from coast to coast. You need never be out of stock on any CORNISH wire products.



S

..... to Handle

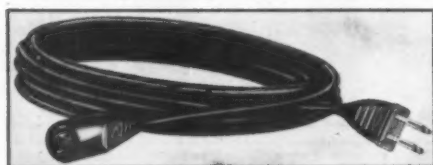
Portable Service Cords in popular sizes packed four 250-ft. spools to a carton, in individual containers that eliminate costly repacking. This modern put-up speeds shipping, receiving, over-the-counter ACTION.

16 2	TYPE SJ	300 VOLTS
300 VOLTS	18 3	TYPE SJ
COROPRENE	18/3	TYPE SJO
		300 VOLTS

Y

..... to Identify

CORNISH makes it easy for you to distinguish instantly the Service Wire wanted—by printing specifications plainly right on the jackets—facilitating handling in stock and on the job.



Support your local  
ADEQUATE  
WIRING BUREAU  
Program...



..... to Sell!

This nationally known, all-inclusive line of Cords and Cord Sets—in rubber, plastic and neoprene—makes it possible for you to fill all requirements of Farm, Home and Industry—with a complete QUALITY line, easy and PROFITABLE to sell.

"MADE BY ENGINEERS FOR ENGINEERS"

### CORNISH WIRE CO., INC.

50 Church Street

New York 7, N. Y.

Cords and Cord Sets for Home, Farm and Industry

#### REPRESENTATIVES

◆ ATLANTA ◆ BRIDGEPORT ◆ CHARLOTTE ◆ CHICAGO ◆ CINCINNATI  
◆ CLEVELAND ◆ DALLAS ◆ DENVER ◆ DETROIT ◆ KANSAS CITY  
◆ LOS ANGELES ◆ MINNEAPOLIS ◆ PHILADELPHIA ◆ PITTSBURGH  
◆ ROCHESTER ◆ ST. LOUIS ◆ SAN FRANCISCO ◆ SEATTLE ◆ WILLIAMSTOWN  
◆ Stock carried

## HELP YOURSELF TO GOOD HELP

STORY STARTS ON PAGE 61

when you get paid and stuff like that. I guess you'll think I'm dumb, but with a book like that I can get smart!"—and she did.

Inevitably, some team member will prove to be a liability. Once this is certain, store and liability both will benefit if the connection is promptly severed. Give him his severance pay and tell him he is free to go as soon as he passes the loose ends on to his successor. It is poor policy to keep an employee around days or weeks after he receives his notice. Wittingly or otherwise he'll do more harm than good.

But the parting can be made pleasant. Take the case of Harry, a good man who had been with us a year, but proved to be a misfit. We expected our deliverymen to make simple installations and minor repairs, but Harry was simply no mechanic and never would be. I knew a little about Harry's real ambitions, so I called him in,

explained that we were holding him back in a job that offered him no future. I handed him two weeks' pay and a letter of recommendation to the Chief of Police, who was then enlarging his force. Harry is now a proud veteran officer and drops in regularly from his main street beat to make payments on his new upright freezer.

There is no philanthropy involved in such a policy. For purely selfish reasons it pays to conduct your enterprise so as to attract and hold the best help there is. It has been demonstrated repeatedly that the top 10 percent produce three times the bottom 10 percent. The expense and effort required to capture this top 10 percent is small compared to the handsome profits earned by a championship team.

Don't forget that one of the quickest ways to become a non-profit organization is to waste your payroll dollars on mediocre personnel.

End

## SOMEONE IS IN THE KITCHEN

... it's the appliance dealer. Never before has he shown so much interest in the kitchen business. Almost 100 dealers attended NARDA's Kitchen Clinic, looking for answers to their questions about this business. They'll find many of them answered in the Special Report in this issue. And, beginning next month, they'll have a brand new source of information—a regular section in **ELECTRICAL MERCHANDISING** devoted to ...

### BETTER KITCHEN

## merchandising

Watch for it—beginning in April



# SYLVANIA

## *Promotion-of-the-Month*

### REPEATED BY POPULAR DEMAND !

## Two special High Fidelity offers!

Based on overwhelming dealer and public reaction during January and February—  
SYLVANIA is extending these exciting, profit-making record offers!



**Yours to offer FREE! with all new  
SYLVANIA portable High Fidelity**

Twenty 45 RPM Mercury popular recordings—  
A "starter kit" of the latest hit tunes from a long  
list of famous Mercury Recording artists

**Valued at \$17.80\***



Portable High  
Fidelity phonograph  
model 4406

**And...Yours to offer for only \$4.95  
with SYLVANIA custom High Fidelity consoles**



Console  
Model 4308



Console  
Model 4309

Ten long-playing 33 1/4 RPM custom  
High Fidelity Recordings—famous  
Mercury "living presence"—a well-  
balanced selection of vocalists, dance  
orchestras, piano, and mood music

**A sensational  
\$39.80\* Value**



**Tie in now... with the most successful promotions in the HIGH FIDELITY FIELD**

Contact your SYLVANIA Distributor for complete details or write to:  
Sylvania Electric Products Inc., Radio & TV Division, 700 Ellicott Street, Batavia, New York

**Now's the time to be a SYLVANIA HIGH FIDELITY DEALER**

\*Manufacturer's suggested Retail price.

# EXCLUSIVE AIR

heads a long list of sales-closing



IMPERIAL MODEL EI-13B



**HAVE YOU PICKED  
YOUR VACATION TRIP?**  
SEE YOUR RCA WHIRLPOOL  
DISTRIBUTOR

## short, complete line for '58

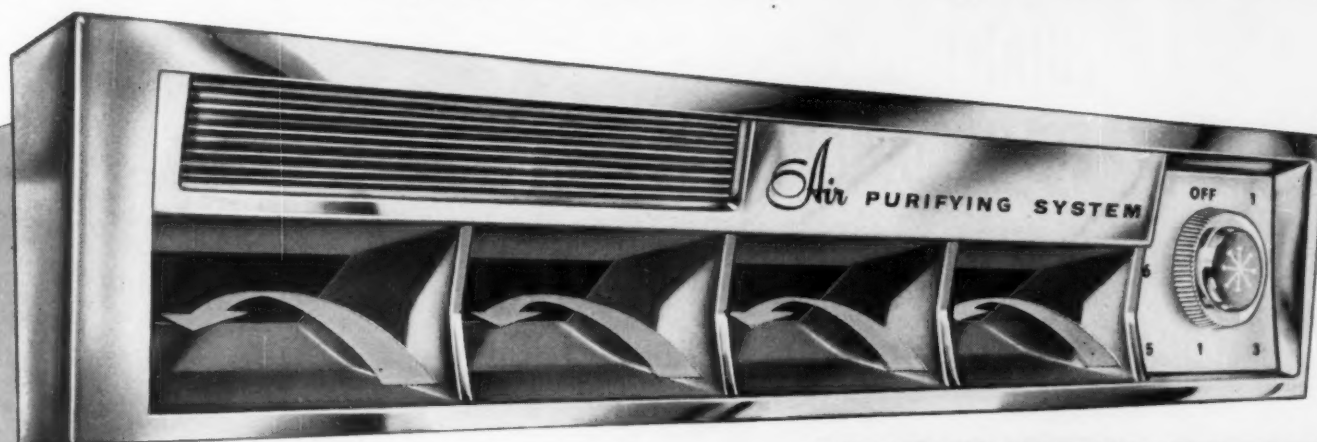
The 1958 line of RCA WHIRLPOOL refrigerator-freezers is complete . . . sizes from 8 to 13 cubic feet . . . true, "zero-cold" freezer compartments or giant, frozen-food storage compartments . . . styles to fit any kitchen scheme including the new, "built-in" decor . . . and prices that let you compete in any market. Yet, it's a short line, designed for efficient selling through easy trade-up and minimum inventories. Get started with this fast-selling, new line, now!

**Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!**



# PURIFYING SYSTEM

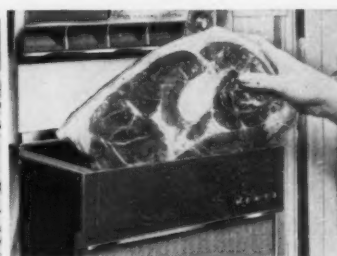
features to help you sell more refrigerator-freezers



Now you can spice-up your sales talk with a story of flavor . . . "farm fresh" flavor of food kept better, longer in the new RCA WHIRLPOOL with exclusive Air Purifying System. Ultra-violet rays condition the air to help retard bacteria growth and food deterioration. A quiet, dependable fan circulates this conditioned air for balanced cold throughout the refrigerator . . . even through the storage space in the door. Air Purifying System is today's big difference in refrigerators . . . and only the RCA WHIRLPOOL refrigerator-freezers have it!



**Ice ejector** eliminates prying, pulling, and wasted cubes. A touch on the handle of the inverted tray showers ice cubes into a big removable storage bin.



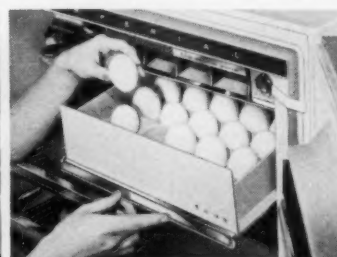
**Meat Chest** holds up to 12½ pounds at a just-right temperature. This glide-out Meat Chest is easily removable for loading, unloading and cleaning.



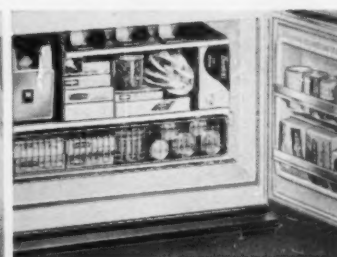
**Tilt-down fruit bin** is full-door width to hold more. Full-width translucent front lets you see in at a glance. Contents easily accessible. Removes for cleaning.



**Full-width glide-out shelf** puts food out front where it is easy to see and use. Over 70% of the rust-proof aluminum shelf glides out on Nylon slides.



**Slide-out egg rack** stores up to 20 eggs safely and protects their freshness. Rack slides out for easy loading and unloading or may be removed completely.



**Big "zero-degree" freezer** keeps food frozen safely up to a year. Has two fast freezing shelves and handy door shelves for convenient, roomy storage.



## Whirlpool

### REFRIGERATOR-FREEZERS

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

**See your RCA WHIRLPOOL distributor for details, today!**



Use of trademarks and RCA authorized by trademark owner Radio Corporation of America



## What was that about GIANT SIZE PERFORMANCE?

You've heard it right . . . the TOASTMASTER Quick-Heat Automatic Water Heater is a midget for size, but a *giant* in performance!

That's because more and more utilities are approving higher-wattage water heating on their lines . . . giving more and more dealers an opportunity to merchandise and sell the advantages of smaller capacity with BIGGER hot water delivery! Even a 40-gallon model delivers volumes of water comparable to ordinary water heaters of 80 gallons capacity.

As for features, you offer your customers the well-known Life-Belt® Element . . . Ionodoglas® lined or galvanized tanks . . . factory-tested controls . . . Fiberglas insulation . . . and the world-famous TOASTMASTER reputation for superior craftsmanship and outstanding performance.



"Toastmaster" and "Ionodoglas" are trademarks of McGraw-Edison Co., makers of "Toastmaster" Toasters, "Toastmaster" Water Heaters and other "Toastmaster" and "Tropic-Aire" products. Copyright, 1958, by McGraw-Edison Co., Chicago.



McGRAW-EDISON CO. • Clark Division  
5201 West 65th Street • Chicago 38, Illinois

# TOASTMASTER

*Automatic Water Heaters*

## PROMOTION WITH AN ACCENT

STORY STARTS ON PAGE 73

posters to put in their windows, proclaiming them "approved dealers." And during the two years the program will run, dealers expect these posters to keep a steady flow of customers coming in.

Boulogne - Billancourt is the third French city to be chosen for this two-year EDF publicity campaign. The other two pilot cities are Orleans, 75 miles south of Paris, and Avignon, near the French Riviera. The whole idea started last year when EDF decided to hurry up the slow trend toward larger use of domestic power. Officials hoped to increase consumption, especially during slack periods when power wasn't being used, and thereby increase EDF income. They hoped also to whip up a new market for France's growing young appliance industry.

### 355 Kwh a Year

As a first step, EDF asked its market research section to make a quick survey of French electrical usage. Results showed an average yearly consumption of 355 kilowatt hours for each domestic-power customer in France. Three small French cities which were slightly above this average (Orleans with 371 kwhr, Avignon with 445 kwhr and Boulogne-Billancourt with 491

kwhr) were then singled out.

Next, EDF field research teams interviewed a cross-section of households in the three cities to check up on patterns of power consumption. In all three, they found that 93 percent of the families owned electric irons, 90 percent owned radios, 21 percent had refrigerators, 8 percent had electric stoves, and 6 percent owned electric water heaters. In Orleans, however, 22 percent of the city's households had washing machines, against 11 percent in Boulogne and 10 percent in Avignon. Boulogne led on vacuum cleaners with 53 percent of families owning one, compared to 36 percent in Orleans and 18 percent in Avignon. And although their climate is milder, 11 percent of the families in Avignon and Orleans were cuddling up in electric blankets, compared to only 5 percent in colder Boulogne.

Results have been so encouraging, according to EDF authorities, that the pilot program will be started in other cities before the end of the two-year period, maybe even all over the country. And after the promising start in Boulogne, appliance dealers in other French cities are hoping their turn will come soon. *End*

### Next Month—And Every Month

## MORE ABOUT KITCHENS

Something new is being added to your copy of **ELECTRICAL MERCHANDISING**—a regular, idea-packed section devoted to kitchen merchandising. It's being added now because more and more appliance dealers are getting into kitchens. They've got lots of questions about this new field—and they'll find all the answers in

### BETTER KITCHEN

## merchandising

*Beginning Next Month*



*It's a Terrific Spring Promotion!*

# KELVINATOR "LUCKY STAR" SELL-A-BRATION

**...IT'S CENTERED IN YOUR STORE  
TO BUILD BUSINESS FOR YOU!**



## Everybody Wins In Kelvinator's "LUCKY STAR" SELL-A-BRATION

**Thousands of Consumer Awards to Speed Heaviest Traffic Ever to Kelvinator Dealer Stores**

Housewives with stars in their eyes! Flat-footed fellows with stars on their coats! The butcher, the baker, the kindly bookmaker and all their wives. They'll all be in, they'll all want to win, and they will. Yes, the Kelvinator "Lucky Star" promotion means traffic, traffic, traffic—floors busy with qualified prospects for every

qualified Kelvinator dealer. And Kelvinator sees to it that you'll have the products and the prices to turn those prospects into profits. Why read farther—call your Kelvinator distributor or zone right now . . . but if you want the full details, see the next page for the greatest promotional program ever given a dealer.



# KELVINATOR'S "LUCKY STAR" SELL-A-BRATION BRINGS YOU A SHINING PROFIT OPPORTUNITY!

Your Kelvinator Representative will see you soon with the whole star-spangled story. Don't let him get away!



## Sure Fire Traffic Builders, Exciting Store Trim, Powerful Product Specials They're All Included in KELVINATOR'S "LUCKY STAR" SELL-A-BRATION PROMOTION

The picture doesn't start to tell the story. There just wasn't room to get all of the gay, exciting, colorful trim that you get in this promotion package into the picture. There wasn't room because we wanted to get these six powerful promotion models, priced

for volume, priced for profit, right up front. Yes, you get the program, you get the products, you get the prices, you're off to a flying star—t. Call your Kelvinator distributor or zone. Find out how perfectly this spring program fits *your* business.

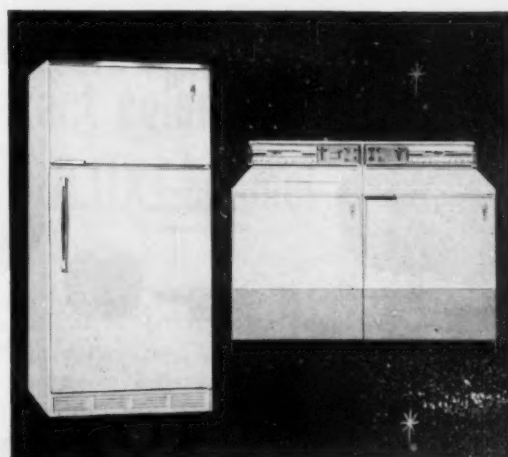


### Profitable, Step-Up Selling!

Yes, Step-Up-Sales are in the cards with Kelvinator new "Style Mark" series of Refrigerators, Electric Ranges, Freezers and Laundry Products.

### Hard-Selling Full Color Four Page Broadside


This punch-packed promotion piece comes to you imprinted with your store name and address. It builds traffic, sells the complete new Kelvinator "Style Mark" line. Your representative will get one to you fast.



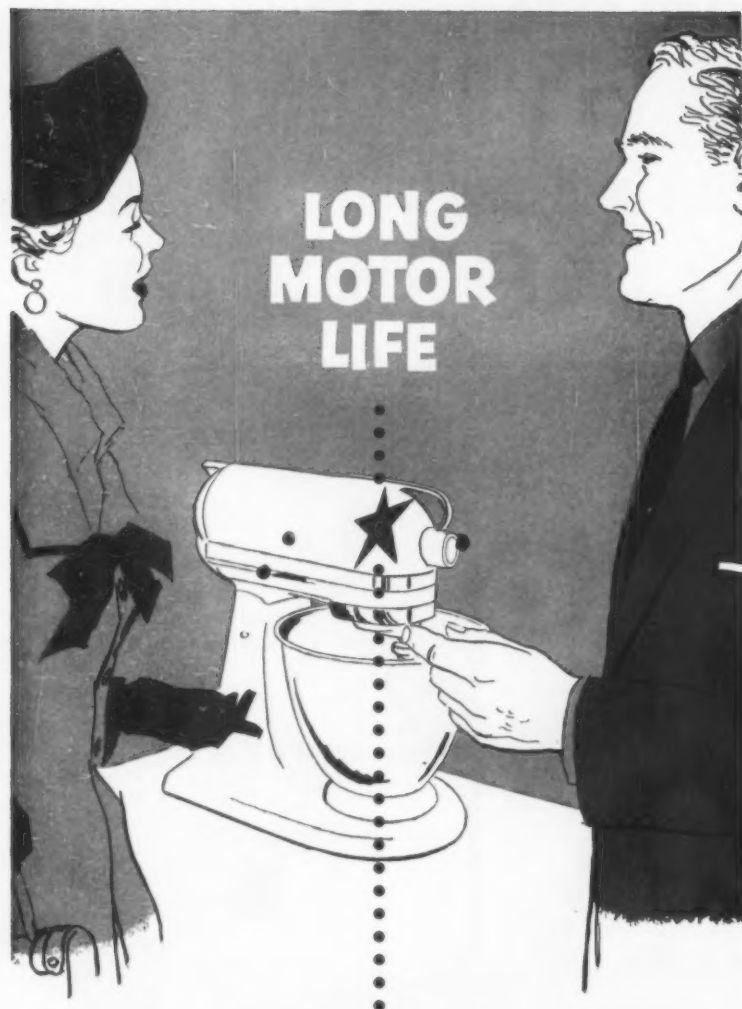
ONLY WHAT'S BEST FOR OUR DEALERS  
IS GOOD FOR

# Kelvinator

American Motor Means  More For Americans

Live Better Electrically 

Division of American Motors Corporation • Detroit 32, Michigan



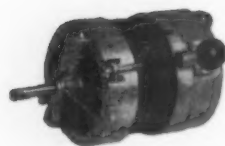
## WILL HELP WIN SALES

The long life and dependability of Lamb Electric Motors has been proven in many thousand applications during the past 41 years.

In the appliance field, as well as in other fields, Lamb Electric Motors have gained an outstanding reputation for ruggedness and reliability.

Long motor life is one of the many reasons why Lamb Electric motored appliances are so popular with both dealer and customer.

THE LAMB ELECTRIC COMPANY • KENT, OHIO



Weight-saving motor for home appliances.



Motor parts for household appliances.



Turbine for canister-type vacuum cleaner.

# Lamb Electric

SPECIAL APPLICATION FRACTIONAL HORSEPOWER MOTORS

## SALESMEN ARE EXTINCT?

STORY STARTS ON PAGE 69

man: "You must know as much about the product today as you did in the early days when people didn't know anything at all about appliances. The only thing that has changed is the reason you must have this knowledge."

### How to Capitalize on National Ads

One salesman who has turned TV advertising to his own advantage is Fred Green of Lush Bros., Galeton, Pa. Green gets his customers to admit that they've seen the product on TV, then quickly points out that "We've seen those TV scripts and know what they were talking about. We're here to demonstrate these features for you in person."

But if today's pre-selling does make the salesman know more about his product, it also helps him in selling his line. Bob Brown of Brown's Hardware, Havre, Mont., who has followed his father into the appliance business, points out that since his customers already know something about product features he tailors his own sale story to take advantage of this.

In Laurel, Miss., H. N. McCoy is an outside salesman for Albritton's who isn't afraid to cold canvass. In fact, almost all of his time is spent out of the store pushing doorbells. But he points out that he checks regularly on advertising schedules of manufacturers so that he will know which products are being promoted. He tailors his own efforts to such advertising to take advantage of the pre-selling being done there.

Al Porzio of Mainiero's in Vineland, N. J., has still another thought about the effect of today's pre-selling. Advertising in national media often sells a customer on a given product, says Porzio, so the dealer should concentrate on selling himself as a source for the product. To do this the Vineland firm has stepped up local promotion in newspaper and on radio and has concentrated on its service operation.

### Service Is A Key

Many of the salesmen, as a matter of fact, see service as a key to selling in today's market.

Walter Hoch of Ralph's Appliances in Hayward, Calif., Francis Bitteker of Bitteker Electric in Clinton, N. Y., and Ned O'Byrne of Norman R. Mitchell in Baltimore all agree that to some extent, at least, service is an effective weapon in selling against price. Even though O'Byrne admits that in about 60 percent of cases price turns out to be a paramount consideration, service is so important in the remainder of sales that the store handles all of its service calls from customers, even though the actual work is done by a distributor service crew.

Perhaps even more frequent than service as a weapon is the use of low pressure selling. The aim of such an approach, says James Kutz of Midwest Appliances, Indianapolis, is to make the prospect feel "like a friend instead of a customer." This, says Kutz, can actually lick the price problem.

William Saucier of Bras-Tex Appliance Co., Texas City, Texas describes his approach this way: "We try to make people feel like they're buying instead of being sold. Low pressure is the answer."

Much the same approach has paid dividends in a major metropolitan market for Norman Schatzberg of Prince Range in Newark. Like all dealers in the big metropolitan market, Schatzberg admits that his firm offers discounts. But the store doesn't stop there. "We cater to them and, as a result, customers like our personality. That's why I get sales on recommendation of previous customers. Of course, with the strictly price conscious customer, all this doesn't make much difference," Schatzberg admits.

### Quality: A Floor on Price

A somewhat different approach to price is advocated by James L. Stakich, Jr., of Stakich Furniture City, Cleveland, Ohio. "You have to sell quality in a price market," says Stakich, "or submit to an otherwise endless whittling down of price. Quality puts a floor on price demands."

Agreement comes from Joe Cudney of Scovill Tire & Supply in Perry, Okla. Pointing out that

(Continued on page 105)



# St. Charles Kitchens



## Leading kitchen manufacturers get exact color match every time with Du Pont DULUX® Enamel



Better Things for Better Living . . . through Chemistry

### "DULUX" ENAMEL

**America's leading  
home-appliance finish**

Over 61,000,000 major home-appliance units have  
been finished with Du Pont "DULUX" Enamel.

• "Dulux" Enamel has proved itself on best-selling home appliances—cabinet manufacturers choose it, too, for "go-together" sales. Batch after batch—in colors and in white—"Dulux" gives unvarying color uniformity. This offers a great sales plus to cabinet manufacturers, whose units must match the finish on existing appliances.

Cabinets finished in "Dulux" have superior resistance to marring, chipping and staining. Extra-tough "Dulux" stands up to countless washings . . . stays lustrous and colorful . . . and retains its rich appearance for many years.

And thanks to superior coverage per gallon, "Dulux" is tops as an economical finish. If you aren't already using "Dulux" Enamel, contact your Du Pont representative now. He's a specialist in appliance finishing, and can prove that "Dulux" gives better service at lower long-range costs.

*E. I. du Pont de Nemours & Co. (Inc.), Finishes Div., Wilmington 98, Delaware.*

## City Teamsters Vote Loyalty to Parent Union

Council to Support Ousted International '100 Per Cent'

Teamsters Joint Council No. 57 of Philadelphia today voted unanimously to back up the International Union 100 per cent in its dispute with the AFL-CIO. The 14 million-member Teamsters Union was expelled by the AFL-CIO on December 6 for a freedom vote of the International Union to elect a new president.

The council action also authorized the council to support the International Union in its battle with the AFL-CIO. In addition, the council said, "you will keep before us."

## New Citizens Swear Allegiance in Historic Shrine



## 1794 Law Stirs Lehigh Co. Row

Store Is Opened, Police Take Names

Police and merchants clashed yesterday over Pennsylvania's 1794 law forbidding business on Sundays.

In Whitehall Township, Lehigh County, a flower shop, The Garden of Eatin', had a picnic lunch—a picnic line across the entrance to its parking lot, generating customers and revenue from entering for several hours.

Though warnings were issued last week against the company and a number of its employees, the store closed for business again yesterday.

## Pupils Design 'Sight' Posters



# 40,000 REASONS WHY in Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin prints some 40,000 local news stories every year. These are gathered by one of the world's largest local news staffs, augmented by a network of special correspondents.

It is this unique reporting of the big and little news of Greater Philadelphia—together with the other contents of a great metropolitan newspaper—that has helped make The Bulletin a trusted member of the household through generations of Philadelphia families.

What does this mean to Bulletin advertisers? It means that their messages are carefully considered—at home—in the newspaper Philadelphians read, respect and respond to.

The Bulletin goes home . . . delivers more copies to Greater Philadelphia families every seven days than any other newspaper.

**Advertising Offices:** Philadelphia • New York • Chicago  
**Representatives:** Sawyer Ferguson Walker Company, Detroit • Atlanta • Los Angeles • San Francisco • Seattle  
**Florida Resorts:** The Leonard Company, Miami Beach.

*The Bulletin publishes the largest amount of R. O. P. color advertising in Philadelphia—Evening and Sunday!*

## Boy Found Hiding in Service Station

Norristown, Dec. 26.—Police caught a youth hiding in the service station of a garage on the corner of 10th and 11th streets at 12:45 A. M. today.

## Sawed-off .22 Rifle Used by Holdup Man

West Chester, Dec. 26.—An attempt at the 1000 ft. mark today, 1958, was made by a man who used a sawed-off .22 rifle.

## Auto Hits Bridge Wall, 4 Riders Injured

Three girls and a man were injured last night when their car struck and rebounded into a wall of the bridge carrying Bridge Street over the Schuylkill River.

## Tall Bridge Ex-Chief Asks Separate Trials

Philadelphia, Dec. 26.—Attorney B. H. H. of the Delaware River Port Authority today asked the Bucks County Court to grant him a separate trial on each charge against him.

## Firemen Save Woman in W. Phila. Blaze

A woman was trapped in a smoke-filled apartment house in West Philadelphia early today.

## Firemen Save Woman in W. Phila. Blaze

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## Firemen Save Woman in W. Phila. Blaze

A woman was trapped in a smoke-filled apartment house in West Philadelphia early today.



Firemen examine the damage in a store ripped by a blast at 25th and Park sts.

## Firemen Save Woman in W. Phila. Blaze

A woman was trapped in a smoke-filled apartment house in West Philadelphia early today.

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## SALESMEN ARE EXTINCT?

STORY STARTS ON PAGE 69

people want the best at the lowest price, Cudney says the salesman's job is to "convince them that they just can't get the best at the lowest price."

A veteran of 30 years of appliance selling, James Dolan of Merrimac-Essex in Lawrence, Mass., still feels that a good sales story will produce sales and offset price.

In certain markets, however, price seems to dominate all other approaches. In the Los Angeles area, for instance, J. K. Warren of Leonard's International in El Segundo, says that price is "all important." Much the same is true in Tucson, according to Wayne Graves of Grabe Electric.

In the metropolitan New York market, price has become so important that a successful salesman must be an actor as well as a salesman. That's the opinion

### LISTENING . . .

*"The volume is there and growing. And the profits are there too. If we aren't realizing a fair profit on that kind of business, I think we had better take another look at our own operations, with particular attention to their efficiency."*

John C. Sharp, president  
Hotpoint Company

of Ronald Anderson of Patchogue Electric who points out that a good salesman must dramatize a whole variety of closes if he hopes to make a sale.

The most unorthodox approach to selling was offered by a newcomer to the appliance business, Harry D. Bishop of Starnes Gas and Electric in Columbus, Ga. A retired Army colonel, Bishop has been selling appliances for only six months and is tremendously enthusiastic over his new career. His simple formula: Be enthusiastic—give 'em a punch line—hit 'em over the head—take their money—and ship the merchandise right away.

Bishop's answer was undoubtedly the most unorthodox offered by any of the group when asked how they sell in today's market. Still, flamboyant or conservative, each answer had one thing in common—there's still room for selling in the appliance business.

End

# GREAT FOR '58!



**GRUNDIG**  
*Majestic*

the **HI-FI** line  
you can't afford to  
pass up this year!

Here's one sales picture that hasn't changed for '58. GRUNDIG MAJESTIC is still selling more high fidelity units in the United States than all other import brands combined! More styles and finishes—bigger than average profits—amazingly realistic sound reproduction—complete parts and service facilities—consumer pre-selling through consistent national advertising . . . these are the "keys" that daily unlock the door to big-volume sales for dealers everywhere! Join them for a great '58!

Call-Wire-Write-TODAY

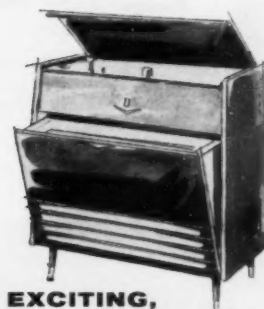
*Majestic* INTERNATIONAL SALES

division of Wilcox-Gay Corp.

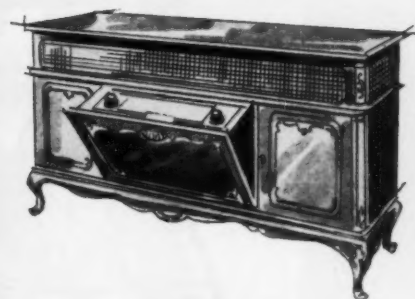
743 N. La Salle Street • Chicago 10, Ill.  
75 Sedgwick Street • Brooklyn 1, N. Y.



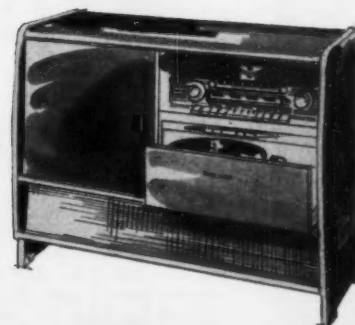
IMPORTED FROM  
WEST GERMANY



37 EXCITING,  
PROFIT-PRICED MODELS



AM-FM-SHORT WAVE,  
PHONO, TAPE RECORDER



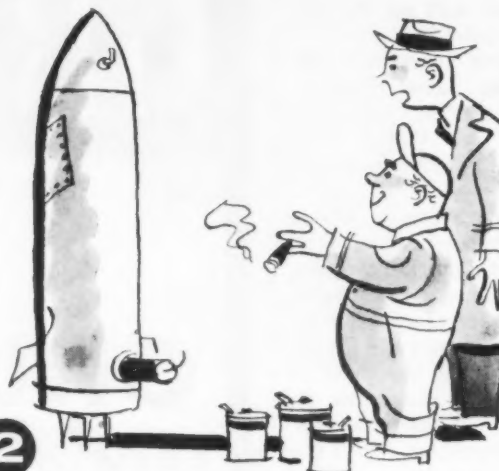
# How to send sales soaring



1

**George:** Andy! Where are you going with all that gasoline?

**Andy:** Not gasoline, George, rocket fuel! It's a great new idea I got for promoting my Handy Appliances. Come on. I'll show you.



2

**George:** A rocket! But what in the world are you going to do with it?

**Andy:** Send up a satellite, George. Don't you read the papers? They're all the rage right now. And this baby's going to orbit right over Chicago.

**George:** Why Chicago?



5

**Andy:** Yipes! I forgot they'd need telescopes. I'd have to rent the Planetarium for months to get an audience that big!

**George:** You'd better come down out of the clouds, boy. Remember, people prefer the Tribune. 58% named it most useful when buying an appliance, compared to 18%, 15% and 8% for other Chicago papers



6

**Andy:** Oooops! Maybe I would be better off concentrating in the Trib. Why'd you mention color though, George?

**George:** Because Tribune color makes a big campaign look even bigger—and it's a terrific merchandising tool to get dealer support. Tribune color moves more merchandise, and you make more profits.



# in the big Chicago market!



3

**Andy:** 'Cause it's so competitive. You gotta be spectacular in Chicago, George—and this will be! A shining symbol of man's first foothold in space and all that jazz, swooping over Chicago with its colored lights flashing: BUY A HANDY—THEY'RE OUT OF THIS WORLD!

**George:** Andy, Andy. That's not the way to sell the big Chicago market. Why, for the cost of getting that overgrown roman candle off the ground, you could buy a real color spectacular in the Chicago Tribune.



4

**Andy:** Well...I thought about using the Trib, George, but there's so much appliance manufacturer advertising in it already.

**George:** Sure—more than in any other newspaper in the world. Because the Tribune reaches your biggest audience—more than 950,000 daily, close to 1,300,000 Sunday. How many people do you think will stay up nights squinting through a telescope to watch your slaphappy satellite?



7

**Andy:** Those last words did it. Stand back, George, I'm blasting off!

**George:** Where to?

**Andy:** To see a Tribune representative—and really start my sales zooming in Chicagoland!

Want to get  
your sales off the  
ground in the Chicago  
Market? Call any of  
the following—

**Chicago**  
R. C. Tower  
1333 Tribune Tower  
SUperior 7-0100

**New York City**  
E. P. Struhsacker  
220 E. 42nd St.  
MUrray Hill 2-3033

**Detroit**  
W. E. Bates  
1263 Penobscot Bldg.  
WOodward 2-8422

**San Francisco**  
Fitzpatrick Associates  
155 Montgomery St.  
GArfield 1-7946

**Los Angeles**  
Fitzpatrick Associates  
3460 Wilshire Blvd.  
DUinkirk 5-3557

## Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

# Best line ever, biggest sales ever . . . for

# Arvin

**PORTABLE  
RADIOS**

Superior in looks, superfine in performance, the Arvin line of transistor and 3-way portables leads easily in all it takes to catch attention and capture sales . . . One of the transistor sets and two of the 3-way portables feature the new Arvinyl-on-Aluminum case—non-breakable, scuff-proof, light-

weight and sparkling with fresh beauty . . . The two pocket-size transistors offer the utmost in smart, compact convenience . . . The 7-transistor set is the ultimate in distinguished appearance, ultra-serviceability . . . The 3-way portables combine the latest in dependability and superb styling.

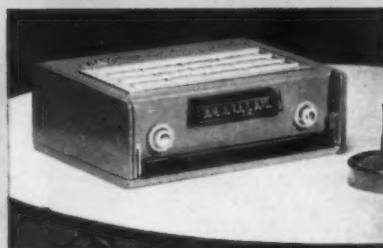
## 4 transistor sets that top the latest trend!



### TINY, TUBELESS AND TERRIFIC!

Two pocket-size powerhouses for hands-free, care-free listening. Each weighs less than a pound. Thumb-knob tuning. Automatic volume control. One long-life 9-volt battery. Pocket clip doubles as easel support. Earphone accessory extra. Unbreakable plastic cabinet. Model 9577 (left) 6 transistors, choice of ebony, Siamese pink or off-white, with gold trim, \$54.95\*. Model 8576 (right) 5 transistors, black or turquoise, \$44.95\*

\* Portables priced less batteries; all prices suggested retail Zone 1.



### 7 TRANSISTORS FOR MAXIMUM SENSITIVITY

Serves as table model or portable, with reversible flip-switch dial. Printed wiring. Luggage-type cabinet in British tan or brown alligator. Batteries will last and last—one dealer operated this radio non-stop for 2380 hours! Model 9562, \$79.95\*



### 6 LIFETIME TRANSISTORS IN A LIFETIME CASE

Arvinyl-on-aluminum cabinet is of textured vinyl laminated for life to lightweight, shatter-proof aluminum. Stays fresh, unmarred, unscarred, through years of use. 6 transistors. Printed wiring. Off-white or tan, gold trim. Model 9574, \$59.95\*



## 3 new, superbly engineered 3-way portables!

4 TUBES PLUS RECTIFIER • PRINTED WIRING • AUTOMATIC VOLUME CONTROL



**NEW!** Arvinyl-on-aluminum case of mar-proof gray tweed plastic over unbreakable aluminum. Magnetenna in handle. Tops in style. Model 8571, \$31.95\*



**NEW!** Fresh appeal for eye and ear! Luggage-type cabinet with leatherette cover in green or light tan. Shoulder-strap included. Model 8572, \$39.95\*



**NEW!** Quality throughout. Lifetime Arvinyl cabinet in red or turquoise leatherette, with gold trim. Magnetenna in handle. Model 8573, \$34.95\*

The complete Arvin radio line also includes 4 clock models to retail from \$29.95 to \$44.95; 4 table models, from \$19.95 to \$29.95; 2 twin speaker sets, \$34.95 and \$39.95.\*

**NATIONALLY ADVERTISED** in full color—in leading mass-circulation magazines.

Electronics and Appliances Division

**Arvin Industries, Inc.**  
Columbus, Indiana  
Arvin also makes Electric Heaters, Fans, Car Heaters, Ironing Tables, Leisure Furniture, "Charky" Grills.

## NOTHING BEATS

STORY STARTS ON PAGE 75

tration cards. Guests were encouraged to bid on several appliances by filling out cards. The highest bidder got an opportunity to buy at his bid and other bidders who came close were later telephoned and given an opportunity to buy at the high bid.

"We closed a lot of sales this way," says general manager Crouse, "and we also got an entre into a lot of homes and a good insight into public thinking about appliance prices."

Now that the initial promotional activity is over, Kimzey is following up with telephone calls and direct

## LISTENING . . .

... "No involved merchandising principles or practices are encountered when the active demand for a product is much greater than the supply thereof. It is only when the supply exceeds the existing active demand and the consumer has choice, that the higher forms of merchandising principles and techniques must be developed and utilized. Filling a need is relatively simple as compared to activating a want."

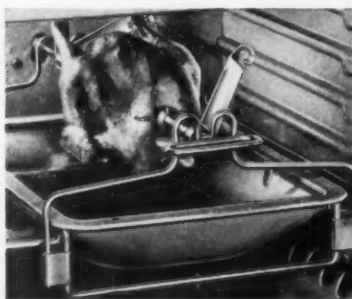
B. Earl Puckett,  
Chairman of the Board  
Allied Stores Corporation

mail. Direct mail goes first to the store's current charge accounts for TV sales and service, second to old TV customers. Advertising is continuing on a regular basis in all media. Meanwhile, Kimzey and his two-man sales force continue to handle the business until volume gets big enough to justify another salesman. In the service department, however, an appliance specialist has been added to complement the TV servicemen.

So far, Kimzey has not attempted to develop a firm policy on handling appliance trade-ins. That can wait, as Kimzey says, "until we find out if store prospects who feel our new appliances are too high priced are willing to invest in trade-ins instead. We may try classified ads or we might even hold our own auctions in the store, but until we find out more we will hold any program in abeyance. We're trying to plan our sales program slowly and with some forethought. So far it's paid off." End

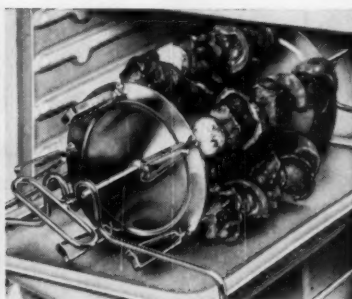


# USE THESE FEATURES



**ROTO-BASTE**

Exclusive in an RCA WHIRLPOOL, it automatically spreads gravy over meat with every turn of the rotisserie.



**KA-BOB**

A taste tempter that's excellent for demonstration, it cooks five skewers of shish-kabobs to perfection.



**GRID-ALL**

Designed for perfect, greaseless grilling, this feature helps sell the convenience of modern range cooking.



**BAR-B-KEWER**

New taste treats with low, radiant-heat cooking that gives meats that delicious barbecue flavor.

## PLUS THIS BRAND NAME



## TO SELL MORE GAS RANGES

**Now...you have a new, powerful  
"combination" to help increase sales!**

This exciting, new gas range line for '58 has more features than ever before... new exclusives... more quality... more beauty... more value. And, its biggest feature is the brand name... RCA WHIRLPOOL, *nationally* known for high quality, reasonably priced... for beauty and advanced design... for dependable performance! It's a "perfect combination" of quality product and quality brand name — that will enable you to tell a *real* sales story on gas ranges to more people, more quickly, more potently. Try 'em, see for yourself the sales power in the new '58 line of RCA WHIRLPOOL *gas* ranges!



RCA WHIRLPOOL Home Appliances  
Products of  
WHIRLPOOL CORPORATION  
St. Joseph, Michigan



**SEE YOUR  
RCA WHIRLPOOL DISTRIBUTOR**  
for complete details



Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

**Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!**

# features

make this the  
easiest-to-sell line in  
High Fidelity today!



## Grand Old Name

Nobody, but nobody, has the solid reputation of 63-year-old Stromberg-Carlson

## Prices for all

From \$129.95 to \$595—top value at every price

## Cabinetry

Genuine hardwood veneers and grille cloths of decorator quality

## Components

All, except changers, made by us—therefore matched to perfection

## Protection

for you—a franchise assuring you against the dog-fight distribution of some brands

## Clinchers

The extra talking points that close sales—missing on brands made "to a price"

Over 1300 of America's leading music merchants are profiting by the Stromberg-Carlson features which turn a higher percentage of lookers into buyers. For your share of the volume in the high fidelity trend, ask about a franchise. Write S. E. Guzzy, sales manager.

**IN CABINETRY AND IN AUDIO QUALITY**  
"There is nothing finer than Stromberg-Carlson High Fidelity"



**STROMBERG-CARLSON**  
A DIVISION OF GENERAL DYNAMICS CORPORATION

1433 N. GOODMAN STREET • ROCHESTER 3, N. Y.

Electronic and communication products for home, industry and defense... including High Fidelity Consoles; School, Sound, Intercom and Public Address Systems



## BECOME A BETTER BUSINESSMAN

STORY STARTS ON PAGE 65

that when they did so, they should "bargain" for the best rates. "There are deals in radio," said McDermid, "and you should take advantage of them." He also criticized retail appliance ads, calling them "brawling and bawling."

### Labor Problems

For the first time, labor relations assumed a major role at a NARDA meeting. The opening night's bull session almost boiled over with a no-holds-barred discussion of labor. The next morning retailer Hardy Rickbeil of Worthington, Minn., offered a calmer approach. Rickbeil, who won an election against a union last year, advocated a moderate approach, employment of a labor attorney or consultant, and a positive program of employee relations.

### Talking Profits

A new concept of retail accounting was explained to the NARDA group by W. H. Sahloff, vice-president of General Electric and general manager of the firm's housewares and radio receiver division. He pointed out that changes in his division's pricing policies had necessitated learning more about differences in distribution costs. From this study emerged "merchandise management accounting," which, says Sahloff, is based on the conviction that:

- (1) cost and profit data may be expressed in terms of dollars and cents, not percentages.
- (2) such information must be centered around the individual

merchandise item

(3) it must be expressed in terms of prospective future information and not limited to historical experience

(4) a sharp distinction must be made between variable and fixed costs

(5) inventory turnover must be integrated with profit information developed on the above basis.

Other speeches covered a variety of management topics. They included:

**C. L. Bixby of Canadian G-E:** There are six elements in marketing—product, advertising, salesmanship, price, reputation and service—and all are susceptible to innovation. Price competition, incidentally, is only one of the six elements.

**Harry Price, chairman of NARDA's executive committee:** In a speech which was at times sharply critical of manufacturers, Price told dealers that they should "use" their factories in 1958 and that dealers would no longer find the manufacturer "unapproachable."

**J. B. Anger of Motorola:** New products soon to appear will give dealers a "second chance" to make money on lines which they have muffed in the past, said Anger.

### Finding Out What's New

The final session of the convention proper was devoted to a presentation of new products already on the market which, according to chairman Mort Farr, "offer exceptionally high profit opportunities." *End*





# PICK UP MORE PROFITS...FASTER!



## NEW! WESTINGHOUSE SPEED CLEANER (SC-3)

is sure to be your showroom sensation of '58... with its beautiful new charcoal gray finish, chrome trim *and* down-to-earth price! It hugs rugs closer... picks up more dirt faster! New 360° swivel wheels glide smoothly, swiftly anywhere. Exclusive Reel-Away Cord. **\$54.95**



## NEW! WESTINGHOUSE MOBIL SPEED CLEANER (MC-1)

the streamlined beauty that's going places faster than any other cleaner made! Big "enclosed" wheel design means quicker, easier cleaning. Rolls anywhere... up and down stairs, even over obstacles. Built-in tool caddy. Locking wands can't fall apart. **\$69.95**

## WITH NEW WESTINGHOUSE SPEED CLEANERS

You—and millions of prospects—will soon be seeing these new Westinghouse Speed Cleaners in action—in LOOK Magazine, LADIES' HOME JOURNAL and on Westinghouse "STUDIO ONE." Full page ads and TV demonstrations by Betty Furness—all based on

sensational new laboratory findings which will *prove* Westinghouse Speed Cleaners *pick up more dirt faster* than other top makes! As a result, your sales are sure to skyrocket. So place your order now—and be ready to roll with the "hottest" cleaners on the market!

**FOR EXTRA SALES...SELL THE FULL WESTINGHOUSE PROFIT LINE!**



**WESTINGHOUSE VALUE VAC (LC-2)** has features found formerly on much higher-priced cleaners! Full 6-pc. attachment set. Combination Floor-N-Rug Tool. Snap-in, snap-out Toss-Away Bag. Exclusive cord storage. High style 2-tone turquoise. **\$39.95.**



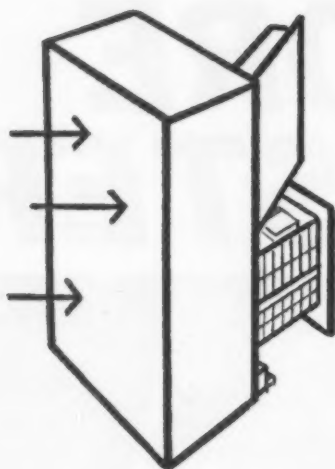
**WESTINGHOUSE TWIN BRUSH FLOOR POLISHER (LP-1A)**—Two rugged natural fiber brushes scrub, wax, polish in half the time! Low glide-under design. Powerful 350-watt motor. Non-marring vinyl bumper. Lifetime bronze power gears. **\$49.95.**



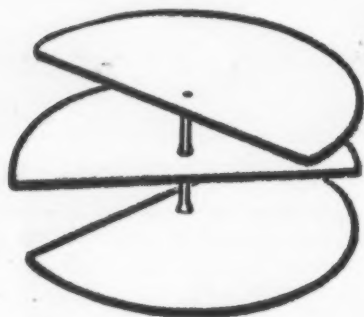
**WESTINGHOUSE TWIN BRUSH FLOOR POLISHER (FP-4)** comes complete with two palmetto fiber-bristle waxing and scrubbing brushes; two Tampico fiber-bristle polishing brushes; two soft felt buffing pads. Extra-powerful 400-watt motor. Other exclusive features. **\$64.95.**

**YOU CAN BE SURE...IF IT'S** *Westinghouse*

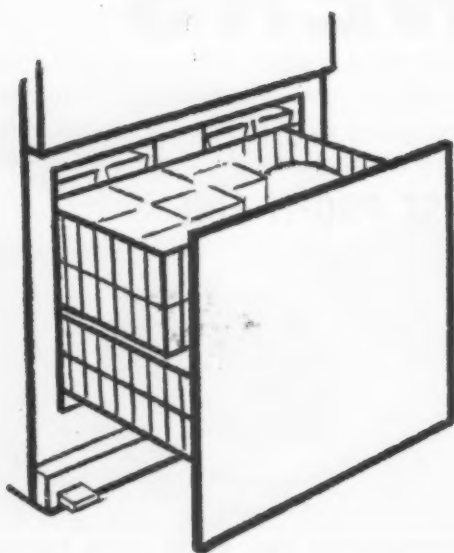
Westinghouse Electric Corporation • Portable Appliance Division • Springfield 2, Mass.



# ONLY GENERAL ELECTRIC



# GIVES YOU ALL 3!



The "new look" in most of today's so-called "new" refrigerators is nothing but a lot of extra glamour and a few new gadgets.

Sure, they talk about "modern design" and the "built-in look." But it's the new "Straight-Line" General Electric with *no coils in back* that gives *true* built-in utility.

It fits flat, flush and clean with walls and cabinets, eliminating those dirt-collecting waste spaces in back or at the sides.

And—no other refrigerator has Revolving Shelves . . . the easiest-to-use shelves in any refrigerator made today! A simple touch puts all foods at your customer's fingertips.

And—no other refrigerator has the big

Roll-Out Freezer. It glides out at a touch bringing all the frozen food within easy reach.

**Only General Electric gives you all three** of these best selling-features in the refrigerator business . . . "Straight-Line" Design, Revolving Shelves and Roll-Out Freezer. Small wonder then that American housewives believe General Electric makes the best appliances.

Sell up to a combination refrigerator-freezer! Your customer won't be in the market again for 12 or 13 years. It's good business sense to sell the best and make more profit. Household Refrigerator Department, General Electric Company, Appliance Park, Louisville 1, Kentucky.

*Progress Is Our Most Important Product*

# GENERAL ELECTRIC



Don't miss "General Electric Theatre,"  
Sunday nights, CBS-TV.



# new products

ANNA A. NOONE Editor



Norge refrigerator C-1358

## NORGE 1958 Refrigerator Line

Norge 1958 refrigerator line consists of 2 13-cu. ft., 2 11-cu. ft.; and one 8-cu. ft. models.

Featured is CT-1358, a 2-door combination with Handi-cube device that makes, delivers and stores as many as 108 cubes automatically, for immediate use; when frozen, the cubes automatically drop into transparent ice bin where they remain dry and separated.

Two Swing'n Serve trays and a crisper swing clear of interior at finger touch—both trays and crisper removable for serving, use at work area etc; trays of bright finish aluminum. Swing'n Serve 29 lb. crisper has removable divider for odd sizes, large quantities. Trays and crisper mounted on die cast aluminum frames which are attached to grooved steel rod at front right corner.

Shelf spacer makes it possible to raise or lower with a lever.

Built-in look; shadow-box effect for door exterior achieved by recessed border; interior shadow-box effect created by recessed appointments in main compartment and deep design of

door interior; chromeplated free form vertical ellipse door handle serves as pull-off type release while fixed base provides push button release.

Model CT-1358, 2-door, 13 cu. ft. refrigerator has separate zero-deg. 116 lb. freezer compartment, featuring automatic Handi-cube; 2 swing'n serve shelves and crisper; shelf spacers; moist cold compartment; meat saver with cover; juice can and package dispenser; dairy keeper; egg nest; 3 double-deep door shelves, 2 adjustable; 3 interior lights; automatic defrost; deluxe trim.

C-1358, single door 13-cu. ft. model has 81 lb. freezer; 5 double-deep door shelves with 2 adjustable; other features same as CT-1358.

C-1158 has 11 cu. ft. capacity, 63 lb. freezer; 32 lb. slide-out crisper; moist cold compartment; 2 aluminum slide-out shelves plus fixed shelf; dairy keeper with butter and cheese dishes, egg nest shelf; 4 double-deep door shelves, 2 adjustable; interior light; automatic defrosting; deluxe trim.

D-1158, budget priced 11-cu. ft. model has 61 lb. freezer; 32 lb. slide-out crisper; tall bottle space; 3 double-deep door shelves; dairy keeper with butter dish; special package shelf, egg nest; interior light.

D-858 has 8½ cu. ft. capacity; 27 lb. slide-out porcelain crisper; tall bottle space, 4 double deep door shelves.

All models have artie mist blue titanium porcelain interior; baked enamel exteriors. Norge Div. Borg-Warner Corp., Merchandise Mart Plaza, Chicago, 54, Ill.



Easy undercounter washer-dryer CDU

## EASY Combomatic

Designed to fit kitchen, closet, bath, utility or recreation the new washer-dryer is 27 in. wide; incorporates all features of model CDH free-standing model introduced in fall.

Control panel is on front of machine; 34½ in. high, 25 in. deep; chromeplated porthole door opens at flick of waist-high door latch.

For ease of installation and servicing, the undercounter is mounted on separate rails to slide in and out; lower front access panel easily removed for installing and servicing.

Requires no venting; chip-free, rust-resistant, white baked enamel cabinet; porcelain tumble tub; white porcelain enamel cabinet top.

Other features include tilt-tumble wash action; 10 lbs. capacity; 3-wash temperatures; 4 master rinse actions; 2 rinse

temperatures and 2 dry settings; thermostatically controlled heat regulates moisture content of clothes and unit automatically shuts off when clothes are "just dry." Machine automatically adjusts action and timing to needs of fabric. Easy Laundry Appliances Div., The Murray Corp. of America, 919 N. Michigan Ave., Chicago, 11, Ill.



Hoover upright cleaner No. 31

## HOOVER Cleaner

Latest addition to Hoover cleaner line is the No. 31 "Convertible Special." In pearl white, medium or light jade and light jade, it is similar in design and operation to deluxe No. 65 "Convertible" recently introduced.

Features stand-up rear conversion; automatic shift provides 2 cleaning speeds; 3-speed motor—normal for regular cleaning, with converter for cleaning tools inserted, provides extra power surge for straight suction cleaning.

New long, low styling, lighter weight, new handle bail for convenient carrying. Redesigned bottom plate combines nozzle cover and belt guard in one unit and makes removal of belt and agitator easy; flexible plastic brush backs; vinyl outer bag cover; opens with glove snap fastener; large "throw-away" dirt container; foot pedals on hood rear for nozzle adjustment and handle control.

Price, \$89.95; tools optional at \$13.95. The Hoover Co., North Canton, O.

# DESIGN

IS THAT HOTPOINT DIFFERENCE...IN

# Hotpoint

## PORTABLE Hi-Vi TV

The one American Portable TV set picked for the Triennale International Design Exhibit was the Hotpoint 14S206.

In Portables, design is the BIG difference—that's why Hotpoint is your EASIEST Portable TV sale!

LOOK FOR THAT HOTPOINT DIFFERENCE (*your customers do!*)

HOTPOINT CO. • A DIVISION OF GENERAL ELECTRIC COMPANY • 5600 WEST TAYLOR STREET, CHICAGO 44, ILLINOIS  
Electric Ranges • Refrigerators • Automatic Washers • Clothes Dryers • Combination Washer-Dryers • Customline • Dishwashers • Disposalls® • Water Heaters • Food Freezers • Air Conditioners • Television





THIS IS THE HOTPOINT PORTABLE chosen for the Triennale exhibit—internationally acclaimed! Its eye appeal is sales appeal! (108 square inches viewable picture area.) Shown: Model 14S206.

**PLUS—THE HOTTEST  
SALES FEATURE LINEUP  
IN PORTABLE TV!**

- ★ 110° "Mirrorbeam" Picture Tube in every model!
- ★ New super-powerful long distance chassis!
- ★ Pop-up antenna rises from inside cabinet and swivels!
- ★ Dynapower Speaker with aluminum moistureproof voice coil for lasting lifelike sound!
- ★ Bigger pictures in smaller cabinets with less weight!



BIG SCREEN HOTPOINT PORTABLE shares elegant design features with the Triennale model above. Smart slant-back cabinet is 23% smaller than last year's models. Customers who see it want it! (154 square inches viewable picture area.) Shown: Model 17S306.

# THE ALL-NEW 1958

# DEXTER

WASHER AND  
DRYER LINE

WITH NEW  
LOW-COST  
SELLING TOOLS  
THAT REALLY  
SELL!

LOWER  
AD-COST PER  
WASHER  
SOLD

MORE-  
PROFITABLE  
TURNOVER

## \* 9 NEW

Single tub wringer  
models.

Offering the unique degree of dependability for which Dexter is famous. Service calls don't eat up the Dexter dealer's net profit.



Dexter Model 8-D5P  
with the one and only  
absolutely safe type of  
wringer—"auto-safe."

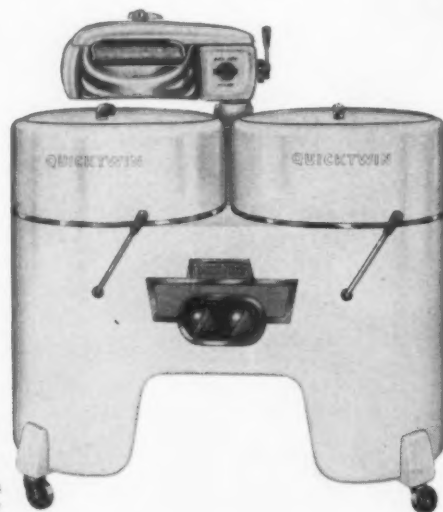
Dexter Quicktwin  
Model 8-D9P

"Average whole week's  
wash done and off your  
mind in 40 minutes total  
time."

## \* 4 NEW

Quicktwin models.

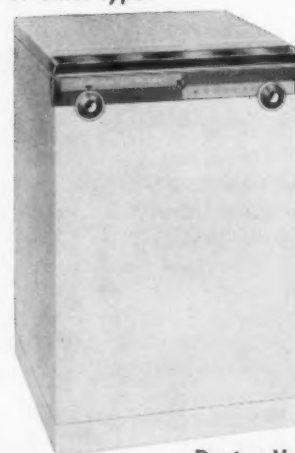
No other type of washer, at any price, can get clothes so clean so fast—and the 15-year cost is only 1/3 that of any automatic.



## \* 4 NEW

Hydra-Jet auto-  
matics and low  
priced gas and  
electric dryers.

You can safely guarantee that the Hydra-Jet will out-wash and out-rinse any automatic of the agitator or other type.



Dexter Hydra-Jet  
Model W-384-A

No gears. No wasted floor  
space. Cleaner washings.

DEXTER WASHERS START AT \$79<sup>95</sup> RETAIL

Ask your Dexter Distributor, or write Dexter, for complete details of the all-new 1958 line and Dexter's sensational new low-cost "turnover tools."

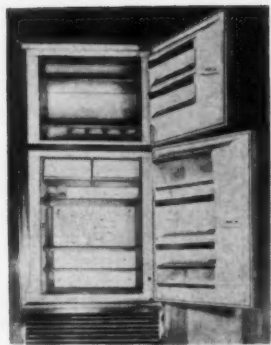
# DEXTER

FAIRFIELD, IOWA





Sub-Zero refrigerator-freezer 99-8



Sub-Zero built-in combination 126-BIRF

## SUB-ZERO Freezer and Refrigerator Line

Sub-Zero's 1958 line of freezers and combination refrigerator-freezers include 6 deluxe upright freezers and 4 square models, an 18 cu. ft. combination, and 8 built-in combinations.

**Deluxe freezers** are all aluminum construction interior and exterior; with compartments equipped with cold saver doors with moisture-resistant Laminar Fiberglas insulation; coiling on shelves, top and bottom for fast freezing.

**Square line** has bonderized Paintlock steel in white baked enamel with stucco-embossed aluminum; two models, 15-FD and 18-FD have individual cold-saver doors on the 5 food compartments; 15-F and 18-F not equipped with inner door. Square design exterior for use in modern kitchens.

**Combination refrigerator-freezer** has 18 cu. ft. capacity—9 cu. refrigerator on top and 9 cu. ft. freezer below; white baked enamel exterior; white and gold interior, pull-out shelves, deluxe pull-out crisper; Koilamatic self-defrosting; individual temperature control; separate condensing unit; Glamordor door with compartment for butter and cheese, plenty tall bottle and small condiment bottle space; auxiliary crisper on bottom; freezer of stucco-embossed aluminum has 4 ice cube trays; individual temperature control; separate condensing unit with each shelf coiled so all food packages are on or directly below a coiled freezing surface.

**Built-in line** consists of 8 models—a new 126BIRF over-and-under type, refrigerator, 10.8 cu. ft. and freezer 6.5 cu. ft.

**Other over-and-under models** include No. 124 BIRF with 10.8 cu. ft. refrigerator and 3.5 cu. ft. freezer; and No. 18 BIRF, with 8.6 cu. ft. refrigerator and 8.6 cu. ft. freezer.

**Side-by-side model 30 BIRF** has 15.8 cu. ft. refrigerator and 14 cu. ft. freezer. No. 15 BIR refrigerator only has 15.8 cu. ft.; and No. 15 BIF, freezer only has 14 cu. ft. capacity.

**All built-ins** are complete packages.

**No. 8 BIR cabinet or stack-on refrigerator** has 8.6 cu. ft. capacity and No. 8 BIF cabinet or stack-on freezer only has 7.2 cu. ft. These models can be used as stack-ons or built into existing cabinets in over-and-under or side-by-side arrangement. **Sub-Zero Freezer Co., Inc., Box 2017, Madison, Wis.**



Deepfreeze Chest Freezer DF-160

### DEEPFREEZE 1958 Freezers

Deepfreeze 1958 freezers include a new 17 cu. ft. upright freezer, plus 3 chest models. **Upright, DFU-7, has 17 cu. ft.**

capacity holds 595 lbs. Each of 4 shelves is fast freezing with coils brazed to the aluminum shelves. Additional freezing coils in top and bottom.

**Straight-line styling**, fits flush against wall, cabinet, or in a corner; door opens full 90 deg. Sides and back are finished so it can be installed anywhere in kitchen. Low density fiberglas insulation and new "soft-lok" latch are features.

**Chests include:** DF-90 (9.3 cu. ft.) DF-160 (15.7 cu. ft.) and DF-220 (22.1 cu. ft.). DF 160 and DF 220 have food baskets, dividers, and safety light. Radiant condenser with cabinet outer shell serving as heat removing medium, eliminates fan noise, sweating and cleaning.

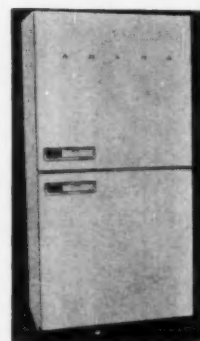
**DF-220 holds 774 lbs.**, equipped with 3 dividers and 4 separate compartments in bottom. Top has 4 sliding baskets.

**DF-160 holds 550 lbs.**, has 3 sliding baskets in top 2 dividers in lower portion.

**DF90 holds 326 lbs.**

**New models include mercury switch** which turns on 15-watt interior light when lid is raised, locking, self-raising lid.

**DF 160 and DF 220** have safety light that remains "on" when unit is in normal operation; goes off in power failure. **Amana Refrigeration, Inc., Amana, Ia.**



Amana freezer-refrigerator FPR-16

### AMANA Freezer-Refrigerator Line

Amana 1958 line of freezer-plus-refrigerators features a "square" look.

**FPR-16, 2-door, 16 cu. ft.** freezer-plus-refrigerator has flat sides, top and back so it can be set flush against cabinet or wall, or in a corner with door opening a full 90 deg; refrigerator compartment on top has 8.7 cu. ft. capacity, slide-out shelves, large meat tray, vegetable crisper, large bottle storage shelf and tray; refrigerator door features bottle tray, butter keeper, cheese and egg keeper and fruit freshener. Shelves in freezer compartment are sharp freezing shelf with coils top and

bottom to maintain correct balanced temperatures; specially designed Stor-Mor freezer door has 3 vertical storage areas for 20 juice cans and 24 food packages; shelf containing 5 transparent reusable polyethylene containers for leftovers; ice cubes made in 7.5 cu. ft. freezer; holds 263 lbs.; soft-lok mechanism for easy opening and closing.

**Also included in line** is an 18 cu. ft. and a 16 cu. ft. model with conventional rounded corners, all specially designed to conserve space.

**FPR-18 has 17.8 cu. ft. capacity** (9.3 cu. ft. refrigerator and 8.5 cu. ft. freezer).

**FR-14 has 13.8 cu. ft. capacity** (7.5 cu. ft. refrigerator and 6.3 cu. ft. freezer). Use of radiant condenser instead of fin-type condenser eliminates need for condenser fan. All feature 2 roomy doors holding about 120 lbs; beige and rose interior; foot pedal door opening.

**Amana upright freezers** include 12, 15, 19 and 25 cu. ft. sizes; The 15 and 19 size feature Stor-Mor door with gravity feed storage racks, left over containers, juice bar, special ice cream compartment. 19 cu. ft. size has door that holds 80 lbs; 15 ft. size, 55 lbs.

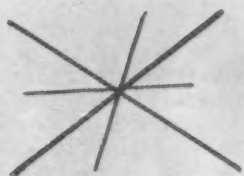
**All upright freezers** have fast freeze shelves with additional coils in top and bottom; Models 12 and 25 doors feature wire bin storage. Rose and beige interior, white baked enamel exterior; all except No. 12 contain 2-way light in door, all models feature Soft-Lok mechanism with fingertip opening and closing and burstable safety lock. **Amana Refrigeration, Inc., Amana, Iowa.**



Manitowoc chest freezer

### MANITOWOC Freezers

Two chest freezers have been added to line. Capacities of 16 and 20 cu. ft.; feature square styling, vacuum-tested cabinets; dry-wall condenser system; flexible "floating" lids; bridge-type construction; positive cold seal. 16-cu. ft. model holds 560 lbs.; 20-cu. ft. 700 lbs. **Manitowoc Equipment Wks., Manitowoc, Wis.**



# 4 new ideas in room air

New beauty...with

## CHANGEABLE "PICTURE PANEL"

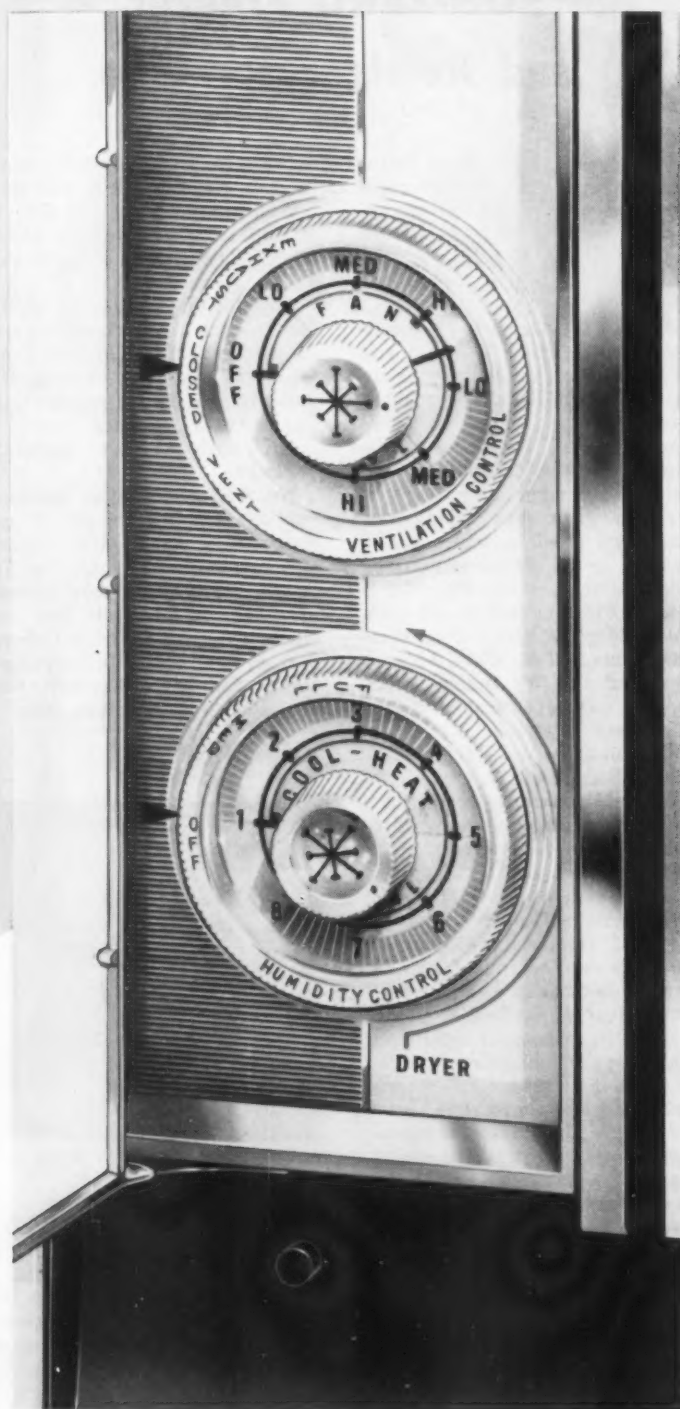
Fashion styling never before seen in an air conditioner! The illuminated panel glows softly to accentuate exquisite, delicate, inlaid tracers. You can choose a variety of colorful panel designs to reflect any mood or decor.



New convenience...with

## 2-IN-1 CONTROLS

Behind the "Picture Panel" are new, simple dials that are the easiest ever to see and set. They provide a full range of settings for complete comfort conditioning. No other air conditioner gives you so much *new* to sell!



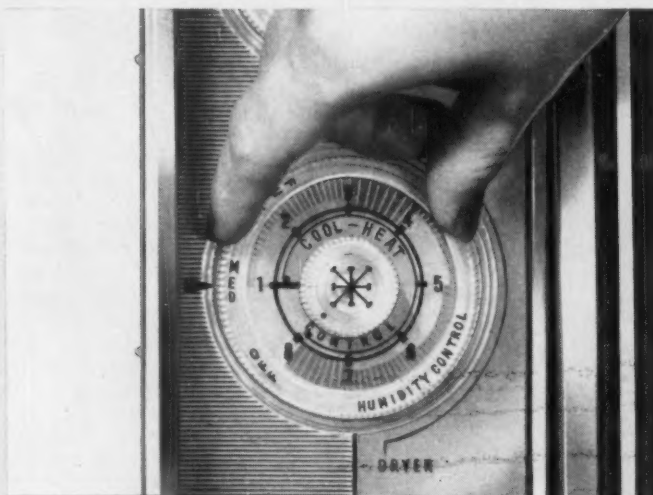


# conditioners to increase sales

New individualized comfort with

## SEPARATE HUMIDITY CONTROL

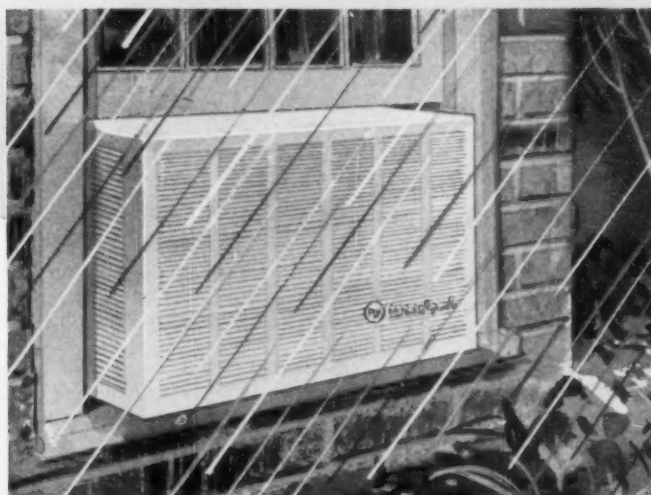
Now you can offer *individualized* control of humidity as well as temperature! Entirely separate, this new control will maintain the humidity selected for truly complete comfort. It's yours to sell only on an RCA WHIRLPOOL air conditioner!



New "off-season" ventilation with

## WEATHER SEALED CABINET

Unique, efficient design prevents snow, sleet, and other bad weather entering the "thin and low" cabinet. Prevents drafts even in a high wind. Because a cover is not needed in winter the unit can be used for ventilation the year around.

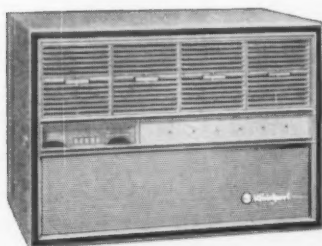


All this and "price" too...exclusively yours in...

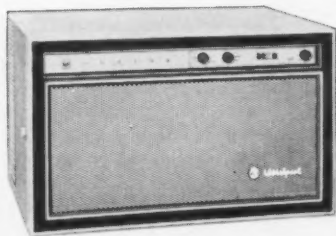


# Whirlpool

## ROOM AIR CONDITIONERS



**Deluxe** models, low in price and high in quality, feature push-button controls... are available in 3 models, including 1 hp. and 1½ hp., 230 volts.



**Custom** models feature infinite air volume control... are available in 4 models (including a Lo-Amp.) from 1 hp., 115 volts, to 2 hp., 230 volts.



**Imperial** models are available in 7 beautiful units... from 1 hp. to 2 hp., 230 volts. Included is a through-the-wall model and reverse-cycle model.

Ask your  
RCA WHIRLPOOL  
distributor about  
**FREE**  
**LUXURY**  
**TRIPS TO**  
**LAS VEGAS**  
just for buying  
RCA WHIRLPOOL  
air conditioners!



RCA WHIRLPOOL Home Appliances...Products of WHIRLPOOL CORPORATION St. Joseph, Michigan.

**Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!**

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

## new products



Revco Custom combination CRF 198

### REVCO Freezers

Revco freezer line consists 3 uprights, square look combination, and 4 chests ranging from 12 to 26 cu. ft.

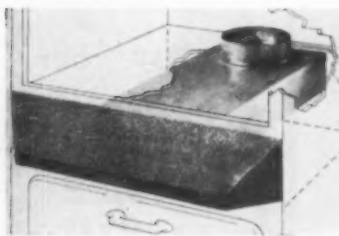
Custom combination CRF 198 has 8.3 cu. ft. refrigerator with 10 cu. ft. freezer below.



Revco Custom chest freezer

CC-208, 20 cu. ft. custom chest freezer, holds 686 lbs.

CC-268, 26 cu. ft. custom chest freezer, holds up to 906 lbs. Revco, Inc., Deerfield, Michigan.



Kitchen-Aire oven hood

### KITCHEN-AIRE

Kitchen-Aire oven hood makes possible matched oven and range hood installation both exhausted by same ventilator. Ventilators install at terminal end of ducting that can be run to as many as 3 intakes.

Finishes: brushed antique copper; hammered antique copper; solid stainless steel. 24-in.

long to fit standard sized built-in ovens; air flow can be controlled with hinged damper under hood.

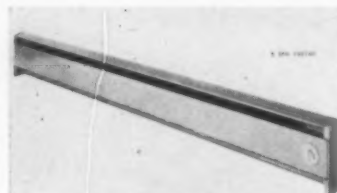
Price: \$29.95. Stewart Industries, Inc., 320 E. St. Joseph St., Indianapolis 2, Ind.



Markel "Hi-Lo" 20-in. Rollabout M2073F

### MARKEL Fan

This new Hi-Lo automatic Rollabout with Cam-Arm action adjusts from floor level to shoulder height—is 8-fans in 1; glides or reverses at touch of finger on 4 non-marring plastic wheels; 24½-in. wide, it flips up into a 54-in. window fan with Cam-Arm action; tilts or hoesocks into any position or angle; adjusts to 5 heights—2 at floor level, 3 at shoulder height; portable, reversible; it stores in 3/5 of space of old models; removable safety grille; desert tan baked enamel finish with brassstone castors, nameplate and switchplate; delivers 3750 cfm; 2-speeds, 20-in. blade diameter; 25 in. wide, 17½ in. deep; weighs 37 lbs.; automatic thermostat. Markel Electric Products Inc., Buffalo, N. Y.



Thrift-Trim baseboard Heetaire

### Baseboard HEETAIRE

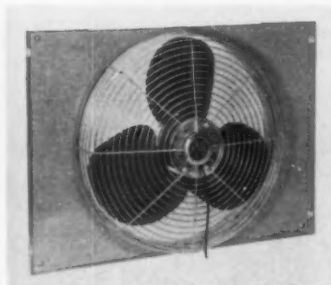
A new line of electric baseboard heating equipment by Markel and La Salle consists of complete baseboard systems and individual baseboard heaters—Thrift-Trim Heetaires—make possible more watts per linear foot.

Features include 2 sheathed elements of the electric range type with 5 year guarantee; finned heat exchangers for every 2-ft.; Perma-Braze construction; double baffle air-flow distribution provides 2 deflecting surfaces; built-in automatic furnace-type thermostat controls accurate within 2 degs. F.

May be mounted flush to wall or semi-recessed, and used as sole heating system or as auxiliary heaters. A single unit produces 3000 watts. Can be reversed, and may be wired in pairs up to 4000-watts, manual and automatic or manual and manual.

Panels can extend from wall to wall or around corners; 250-watt surface temperature; no extra wire-way required—system has wire-way built-in.

Available in 5 lengths: 24, 48, 60, 72 and 96 in., in wattages from 500 to 3000. Markel Electrical Products Inc., and La Salle Products, Buffalo, N. Y.



Lau Window Fan 20-RW

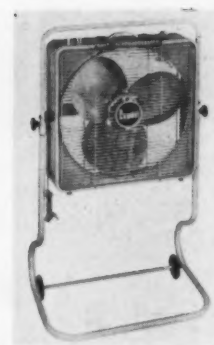
### LAU 1958 Fans

Window fan, 20-RW, two redesigned attic fans, and a portable air circulator are included in Lau's 1958 line.

The 20-in. window fan is electrically reversible, 2-speeds; circular steel wire grille guards; controls mounted to right and left of nameplate in green baked enamel; fits windows from 28¼ to 38¾ in. wide; 3950 cfm air delivery; rubber mounted blade hub reduces noise; weighs 17 lbs.

Attic fans packaged in single carton with motor mounted in place, fans are mounted on felt strips; metal flange on 4 sides eliminates use of canvas strip; 24-in. blade model moves 4750 cfm; 30-in. size moves 6409 cfm; 2-speed motors available. Custom Twenty (20-PR) portable air circulator has a 20-in. diam. blade, 2-speeds, electrically reversible; square, green baked enamel case; controls top left; 3950 cfm capacity; panel for mounting in standard sized windows; weighs 21 lbs.

Price: No. 20-RW \$29.95 No. 20PR, \$39.95. Lau Blower Co., Dayton, 7, O.



Dumont 20-in. fan JET-20T

### DUMONT Fans

Dumont is introducing a line of 5 box-type fans ranging from a 12-in. portable to 20-in. electrically reversibles:

D-12, 12-in. box type portable has 2 speeds; manually reversible; night light.

D-20, 20-in. box type has 2-speeds manually reversible; hanging bar; thermostat and safety light.

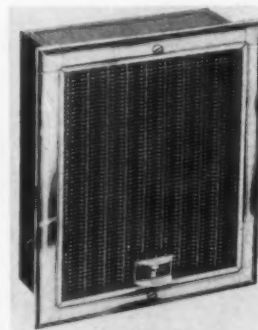
DE-20, 20-in. box type has 3-speeds; electrically reversible; rotary switch and safety light.

JET-20, 20-in. box type, 3-speeds; electrically reversible; 6-position GE pushbutton switch, thermostat and safety light.

JET-20T, same as JET-20 with timer.

All have high velocity boosters; rollabout, side panels, floor stand accessories.

Prices: From \$24.95 to \$69.95. Dumont Electric Corp., Clearfield, Penna.



Broan No. U 20 Wall Heater

### BROAN Wall Heater

Fan-type wall heater, U 20, announced by Broan, has 6,800 Btu per hour output, rating of 2,000 watts (120 or 240 volts, 60 cycle).

Grille projects ¼-in. into room, 4-in. wall box is shallow enough for dry wall construction; provides 10-sec. heating fan to distribute heat evenly.

Horizontal and vertical fins set close together in Uniflo grille allow practically unrestricted air flow yet conceal interior and provide complete protection; nickel finish grille. Broan Mfg. Co., Hartford, Wisc.



HOLD TOMORROW'S PROFITS IN YOUR HAND, TODAY!



THE ALL-NEW 1958 **Norelco** *Speedshaver*

Combines razor-blade closeness with world-famous rotary-blade comfort and features—

**NEW** push-button flip-top cleaning

**NEW** contoured skin stretcher rim

**NEW** slim, streamlined shaving head

**NEW** modern design

**NEW** two-tone grey and white color with matching travel case.

Turn the page for full details . . .

# Grab Hold Of Today's Red Hot



NEW *Norelco*  
*Speedshaver*

de luxe  
Model SC 7900

**\$24<sup>95</sup>**  
AC/DC

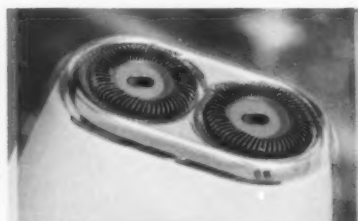
*In grey and white  
with matching  
travel case.*

Look at these Exclusive Features of the New 1958  
*Norelco* Speedshaver—Features you can Demonstrate!

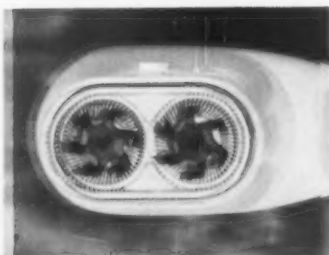


#### Push-button Cleaning

Flip-top shaver head springs open at the touch of a button. Empty, blow out and it's clean.

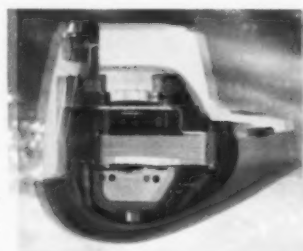


**Shaves Razor-Blade Close**  
thanks to new contoured skin-stretcher rim that insures constant contact on any angle of the face.



#### Strokes Off Whiskers

with world-famous Rotary Blades shown here in "X-ray view" under skin guards. No pinch, no pull, no burn or irritation.



**Improved Rubber-Cushioned Power Motor**  
needs no lubrication, provides quieter, cooler shaves without vibration, brings new speed to this famous rotary blade shave.

New 1958 *Norelco* *Speedshaver*  
The First Completely New Design Electric Shaver

The New  
1958 *Norelco* Line  
Builds Sales With



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NEW  
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MAG  
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SALE  
Free o  
envelo  
pieces



# Opportunity-Line For Shaver Sales!

**This Power-Packed  
National Advertising  
Program!**

## NEWSPAPERS!

Big space newspaper ads will announce the new Speedshaver in all the top markets of America.

## MAGAZINES!

Full-color introductory spread in LIFE invites your customers to try-and-buy the New Norelco Speedshaver.

## MORE MAGAZINES!

Full-page follow-up ads in Life, Look, Time, Saturday Evening Post and American Legion Magazine.

## LIVE NETWORK TV!

The Norelco line will be demonstrated *live* on the sensational Jack Paar Show. Your customers will see Norelco consistently over this live night time NBC network program *every night* from April through Father's Day.

## CO-OP!

New 50/50 Co-operative advertising program with free radio scripts, TV films, newspaper mats.

## SALES AIDS!

Free counter and window displays, envelope stuffers and direct mail pieces for all models.



Powered by a *real* carbon-brush AC/DC motor, instead of the inexpensive vibrator type commonly used for feminine shavers.

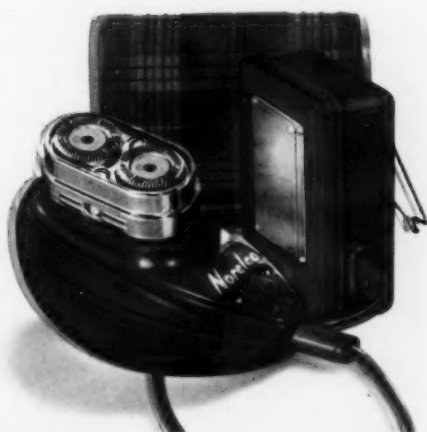
**Brings Powder-Puff Grooming** within reach of every young woman.

**Absolutely Safe**, the new Golden Debutante can't nick or scrape.

**No Skin Irritation.** A woman can use her deodorant after shaving.

**DON'T FORGET TO STOCK THESE IMPORTANT SHAVERS!**

**SELL THE COMPLETE *Norelco* LINE!**



***Norelco Sportsman***

Popular car-and-battery electric shaver, shaves wherever you go. Operates on 6 or 12 volt car battery or three 1½ volt flash-light batteries. With mirrored battery holder and water resistant case.

Model SC7777 **\$24<sup>95</sup>** (less batteries)



DE LUXE ***Lady Norelco***

Acknowledged performance leader in the feminine grooming field. Same powerful, trouble-free motor as in the New Speedshaver. In Nassau Pink, with two-tone case.

Model SC7784 **\$24<sup>95</sup>** AC/DC



**PUT IT WHERE  
THEY CAN SEE IT!**

Display the New Norelco Speedshaver front and center! Let your customers see the most sales-compelling design in electric shaver history. Place it prominently in your window with its eye-catching new display card. Show it with its handsome 2-tone zipper wallet on your counter, on your shelves.



**DEMONSTRATE ITS  
EXCLUSIVE FEATURES!**

Let your customers hold it, feel its moulded-to-the-hand shape, its perfect balance. Let them push the button, and see the top flip open for easy cleaning. Let 'em try it — and they'll buy it!

**CASH IN ON  
*Norelco's* SUPER-SALES  
PROGRAM  
BY FOLLOWING  
THESE SURE-FIRE**

**SALES  
STEPS!**



**ADVERTISE WITH  
FULL CO-OP SUPPORT!**

Get the full benefit of our national advertising. Ask your distributor about Norelco's 50/50 co-operative plan. Use the free newspaper mats, radio and TV scripts that will bring prospects into your store for the shaver that's right out of the future!



**TO SELL 'EM  
YOU GOT TO TELL 'EM!**

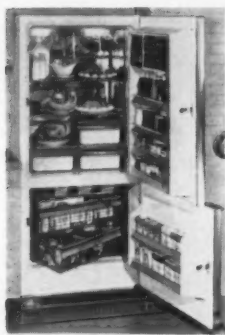
Free consumer literature — enclosures for envelopes and packages, and beautiful 4-color display cards — are all available now.

**ORDER SHAVERS NOW  
THROUGH YOUR  
*Norelco*  
SPEEDSHAVER  
DISTRIBUTOR**

North American Philips Company, Inc.  
100 E. 42nd St., New York 17, N. Y.



# new products



Admiral Dual-Temp refrigerator-freezer M1695



Admiral Pantry-door freezer No. 4174

## ADMIRAL 1958 Refrigerator and Freezer Line

Admiral's redesigned, retooled refrigerator and freezer line is highlighted by new "built-in look", Refrigerators.

### Refrigerators

Refrigerator line includes 2 deluxe models C-1144 and C-1344; 2 Auto-Defrost models, CA-1155 and CA-1355; and 3 Dual-Temp 2-door refrigerator-freezer models M-1475, M-1495 and M-1695.

Built-in styling conforms to standard cabinet depth, eliminates jutting out into the kitchen. Two different fashion fronts across part of door available—anozod brushed satin panel, or regular dotted pattern on enamel.

New Dual-Temps feature full width lighting in fresh food compartment; "Magic Ray" lamp prevents food from trading flavors; "Humid-Cold-Plate" in fresh food section is larger than ever before; M-1695 features over-size "Humid-Cold-Plate" to provide highest humidity—(between 85 and 95%); shelves glide out on nylon glides; removable half-shelf in most models for bulk storage.

All Dual-Temps have covered porcelain meat keeper, twin porcelain crispers; all Auto-Defrost and Deluxe models feature full-width clear-view crisper with 22 qt. capacity; all have 1 lb. butter and cheese chest; recessed egg shelves in door. Removable aluminum door shelves in Dual-Temps adjustable.

Freezer compartment in "Upside-Down" Dual-Temps feature full-width freezing shelf; twin

"swing-out" frozen food storage baskets that swing on nylon bearings and are removable for bulk storage. Special drain in bottom of sub-zero freezer compartment permits easy cleaning; recessed deep-capacity door shelves; and one model has built-in "pop-out" dispenser rack for frozen packages and juice cans.

Full-width freezer chest and drawer in Auto-Defrost and Deluxe models hold 62 lbs., completely enclosed aluminum freezer chest—door and drawer insulated to eliminate "sweating".

All Dual-Temps never need defrosting—moisture automatically eliminated by Moistrol. Both refrigerator and freezer in Auto-Defrost, automatically defrosted in 7 to 10 min. at touch of button; after defrosting completed, refrigerator turns itself on automatically. Sponge rubber filled vinyl gasket on all 1958 models. "Touch-O-Magic" safety door handle—door can be opened from inside; door to fresh food compartment can also be opened with foot pedal on "Upside-Down" Dual-Temp models.

Interiors of all models of Glacier blue porcelain with Artic gold trim. All Auto-Defrost and Dual-Temps in choice of 4 colors—yellow, pink, green and white, with right or left-hand doors. Other features include 4 levelers; optional rollers roll refrigerator forward for easy cleaning.

### Freezers

Admiral 1958 freezer line

consists of 4 uprights: two 10.6 models (V114 and V115) a 14.8 cu. ft. model (V154) and a 16.8 cu. ft. (V174); 4 chest models: H134, 13.1 cu. ft.; H-174 and 175, 17.1 cu. ft. models, and H205, 20.2 cu. ft. model.

Features include dotted "fashion front" pattern across freezer front; Glacier blue interior, gold trim. Protected, recessed automatic interior light illuminates interior; giant ice cream storage compartment stores up to 4 half-gals.; Built-in door lock on door side.

All uprights feature door that swings within itself; "Touch-O-Magic" safety door handle; sponge rubber filled vinyl gasket. All shelves formed by actual freezing coils to permit faster, uniform freezing and vented to permit cold air to circulate freely; "Pantry Doors" contain "pop-out" dispenser racks some models include full width glide-out storage basket for bulk storage.

All uprights include 4 levers, and are available in 4 exteriors—pink, green, yellow and white; rollers optional to permit freezer to glide forward.

Chest models feature "built-in look"; counter-balanced, self-sealing safety lid, cannot slam shut; rubber filled vinyl gasket; all models have dry wall cabinet construction to prevent exterior sweating.

Prices: Refrigerators, from \$299.95 to \$649.95; freezers from \$269.95 to \$459.95 for uprights; from \$349.95 to \$549.95 for chests. Admiral Corp., 3800 Cortland St., Chicago 47, Ill.



Foster "ChefMaster"

## FOSTER Appliances

New line of "ChefMaster" control-type appliances includes 2 frypans, 2 saucepans, a Dutch oven and an automatic griddle.

Frypans available in 11- and 12-in. sizes: No. 511, 11 in. model, is a 1150-watt, 115 volt a.c.; No. 512, 1200 watts. High dome cover, black handle, insulated legs, are other features.

No. 520, griddle has 1400 watts; No. 503, 3 qt. saucepan with 950 watts, and No. 504, 4 qt. size with 1050 watts. Dutch oven, No. 505, comes in 5½ qt. size, 1200 watts; complete with Pyrex cover.

All appliances feature Silicone surfacing, cast aluminum construction; the same Chef-Master control with dial like serves each appliances making each unit completely immersible. The Foster Aluminum Alloy Products Inc., Forestville, N. Y.



Duralux Pride 15-cup percolator

## DURALUX Percolator

This new automatic 15-cup percolator features a tall tapered decanter chrome-plated over extra-thick aluminum; conventional glass diffuser knob eliminated by contouring cover, fitted with tall, easy-to-grip, heat-proof knob; no drip pouring spout; features include a flavor-dial to control coffee strength; 2 thermostatically controlled heating elements, one for brewing, one to keep coffee hot; Signalite glows when coffee is ready; 100-120 volt a.c. Price: \$29.95. The Buckeye Div., Mardigan Corp., Wooster, O.

## VICTOR Door Chimes

Thirty-two door chime models for residential and commercial use are offered by Victor Ventilator Div., The Philip Carey Mfg. Co.

Available in a variety of styles, colors, prices and tones; 3 models combine an electric clock with a chime; 2 are non-electric.

Riviera has 2 resonator tubes; chimes 2 notes for front door, 1 for rear.

Complete line of Visitune chimes includes pushbuttons, transformers, bells and buzzers. Victor Ventilator Div., The Philip Carey Mfg. Co., Middletown, O.

# EUREKA

## CLEAN-SWEEPS THE COUNTRY

with an exciting **FREE OFFER** in  
**LIFE, LOOK, GOOD HOUSEKEEPING**  
 and 99 Sunday Newspaper  
**Magazines!**

**Special Offer**  
 to introduce the most popular Eureka ever built  
**EUREKA**  
 GOLDEN CROWN  
 with extra-deep, penetrating cleaning power

**This \$19.95 STORAGE HASSOCK**  
**FREE** with your new EUREKA  
 (Model 960, complete with tools.  
 Total value \$49.95  
 Both for only  
**\$69.95**  
 (Slightly higher in Canada)

**HANDSOME... AND SO HANDY**  
 • New, better and built  
 • Perfect for storage space  
 • Fits in the 12" space  
 • Sturdy and reliable

**EUREKA**  
 Save \$19.95 on the new Eureka Storage Hassock. The  
 new Hassock is built for extra storage space. Save  
 only \$19.95. Also, with your old Eureka, only \$49.95

### 106 million people will see this sales-making EUREKA offer!

In March—and again in April, over 106 million potential buyers will see Eureka's sales-making offer . . . a \$19.95 Eureka Storage Chest Free with Eureka 960 Golden Crown Super-Rotomatic at \$69.95! They'll see it in LIFE, LOOK, GOOD HOUSEKEEPING, and 99 big city Sunday Newspaper Magazines! The special \$20 trade-in allowance on famous Eureka Upright model 260 is also featured for extra excitement! The whole deal is chock-full of selling power . . . spring-timed to sell the millions of women with spring-cleaning on their minds! And, it's packed with profit for you!

### 99 Sunday newspaper magazines sell **EUREKA'S sales-making offer in your city!**

Eureka will hit customers where they *live* (and *buy*) when this powerhouse ad breaks in THIS WEEK, PARADE, and Independent newspaper magazine sections all over the country! It's a new approach to national advertising—sure to pay off in profits for Eureka Dealers.

EUREKA WILLIAMS CORPORATION • Bloomington, Illinois  
 In Canada: Onward Manufacturing Co., Ltd., Kitchener, Ontario



COAST-TO-COAST NATIONAL ADS SELL EUREKA'S

# FREE \$19<sup>95</sup> STORAGE CHEST OFFER

## GET BIG SALES QUICK!

Give the beautiful \$19.95 Eureka Storage Chest FREE with every model 960 Eureka Golden Crown you sell at \$69.95!

It's an \$89.90 value guaranteed to help Eureka Dealers clean up this spring! Storage chests are available from Eureka Distributors at a fraction of their retail price. Dealers are stocking up at once on both chests and cleaners to meet the demand.

Call your Eureka Distributor quick for the money-making details on this nationally advertised offer!



## **PLUS** Another big sales-booster—featured in national ads! **GIVE \$20 SAVINGS—'N TAKE \$20 PROFIT!**

For a limited time—Eureka Dealers can sell the famous Eureka model 260, 2-speed Upright (regularly \$89.95) for just \$69.95—by giving a \$20 trade-in allowance for any old cleaner. This great offer backed by powerful national advertising is certain to pour Eureka Upright sales into dealers' stores this spring.

Here's how it figures:  
give trade-in allowance of . . . \$20<sup>00</sup>  
sell at special price of . . . \$69<sup>95</sup>  
**YOU POCKET A BIG  
PROFIT OF \$20<sup>00</sup>**



## new products



Sunbeam egg cooker

### SUNBEAM Egg Cooker

Sunbeam automatic egg cooker cooks up to 6 eggs the way you want automatically. Thermostatic control makes accurate performance possible; switch clicks off automatically when eggs are cooked; easy to set, see, and hear.

Calibrated measuring water tube can be set for hard, medium, or soft cooked eggs. Pin in lid pricks egg tops releasing air pressure and keeping eggs from swelling and cracking while cooking. Price: \$15.95. Sunbeam Corp., Chicago 50, Ill.



Handy Hannah deluxe hair dryer 101

### HANDY-HANNAH Hair Dryers

Two new hair dryers—deluxe 101 and No. 100 features 1-piece base for perfect balance regardless of position of head; Deluxe has slim-line swivel head, central control dial for temperature adjustment; specially designed fast-acting motor that delivers concentrated jet stream of heated air; yellow and white enamel; green base.

No. 100 has improved base, larger motor than formerly.

Both operate on a.c. or d.c.; have shur-grip pedestal design for non-slip handling.

Price: No. 101, \$14.95; No. 100, \$12.95. Handy-Hannah Products Corp., Whitman, Mass., (subsidiary of Landers, Frary and Clark).



Cory Party Chef DEC

### CORY Party Chef

This 4½ qt. Party-Chef casserole, bakes, fries, roasts, chafes, braises, stews, steams and blanches food at dining table or buffet; features its own automatic thermostat for controlled heat cooking; signal light, chrome lustre cover, heat-proof legs, heat-resistant ebony plastic handles and extra gauge aluminum for even heat distribution; goldtone finish.

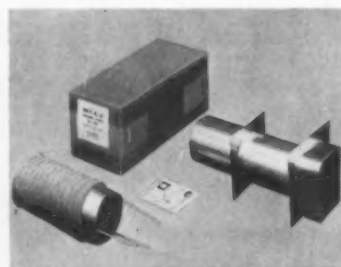
Price: \$25. Cory Corp., 3200 W. Peterson Ave., Chicago 45, Ill.



Sunbeam frypan R.L.

### SUNBEAM Frypan

Sunbeam has added a frypan with removable heat control to their line of automatic electric frypans; completely immersible with control removed; triangular shaped element for even heat distribution; 1150 watts; metal or heat resistant glass cover available; easy-to-see fryguide on handle. Sunbeam Corp., Chicago 50, Ill.



Exhaust kit for dryers

### DRY-R-X Coupled Vent Kit

Exhaust kit for faster, easier direct venting of automatic dryers to outside walls.

New coupling unit with 3-prong guide makes it easy to connect flexible tubing to vent pipe; coupling locates and tightens itself automatically and is automatically self centering; flexible accordion tubing adjusts to desired distance between dryer and wall from 12-in. maximum flush; available for 3 or 4-in. diameter dryers. Dry-R-X Co., 6632 W. Shore Drive, Minneapolis 24, Minn.



Universal Custom floor polisher

### UNIVERSAL Polisher

Custom floor polisher designed as companion to Deluxe Canister cleaner is announced. Comes with 2 removable polishing-scrubbing brushes; complete line of optional accessories available to fit this polisher includes DeLuxe sanding and reconditioning kit for refinishing floors; standard set of buffing and polishing brushes; new rug shampooing kit with special dolly that attaches to polisher—2 brushes fasten to dolly, sliding in sockets to automatically adjust brush bristles to rug nap.

Price, \$44.95. Landers Frary & Clark, New Britain, Conn.



Ronson hair dryer

### RONSON Hair Dryer

Ronson has added a new hair dryer to their line. Features include quick drying power; outer-shell and inner-shell housing design to keep it cool and comfortable to touch; "Powerflow" heat output through inner-duct construction concentrates heat-

ing power through dryer nozzle; 2-way blower switch for warm or cool air; new noise-free fan and power unit; comes in pink, blue and yellow. Price: \$14.95. Ronson Corp., 31 Fulton St., Newark, N. J.



KitchenAid 1958 dishwasher

### KITCHENAID Dishwashers

Improved features contained in the 1958 KitchenAid dishwasher line includes timed spray cycle to clear plumbing lines of cold water and warm up interior before wash cycle starts; cushioned-coated convenience-designed racks; handy detergent cup; simple easy installation; revolving wash system for washing and rinsing; separately powered electric hot air drying system dries fast.

Available in undercounter, free-standing, combination sink-dishwasher, and counter-height model in gravity-drain or pump-drain styles. Under-counter models white, stainless or antique copper. Fronts in colors to mix or match kitchen decor.

KitchenAid by Hobart, div. The Hobart Mfg. Co., Troy, O.



Brotherized Blender

### BROTHERIZED Blender

This "Brotherizer" blender features a pitcher styled pyrex top which makes it handy for serving at table or for refrigerated storage; air-cooled power motor; high and low speed control; stainless steel blades rotate at 60 cycles; recipe book.

Price: \$49.95; Brother International Corp., 122 W. 27th St., New York 1, N. Y.



# Take a peek...

at a sure way  
to profit from  
**Spring Housecleaning**  
with the...



## New Johnson's Wax **CONVERTIBLE** floor care-machine

**CLEANS AND WAXES FLOORS IN ONE OPERATION!**

**DRY-CLEANS RUGS... RIGHT ON FLOORS!**

**Pick up your Spring sales** and profits by showing every customer the Johnson's Wax Convertible. This amazing polisher does a really professional floor-care job right at home. Why? Because it is designed... works... and gets results like a professional machine. Here's how:

**1.** Its single brush provides the only practical and effective way to *clean* dirty floors and *apply wax* at the same time! With Beautiflor Liquid Cleaning Wax and the exclusive disposable pads, the wax goes down on the floor and the dirt comes up on the throw-away pad — in just *one single automatic operation*.

**2.** Polishes and buffs... uniformly! Like all professional floor-care machines, the Convertible with its *single brush* polishes *uniformly* in *one* direction with a resulting brighter shine.

**3.** Dry-cleans rugs...right on floors...with no complicated adjustments! The Convertible uses a special rug-cleaning brush and Johnson's Rug Cleaner that were *designed to work together*. The single brush works the cleaning compound into the rug without scattering.

**4.** Scrubs floors better... without splash! The exclusive *single scrubbing* brush prevents splashing of water or suds. It gets right up to baseboards and within 1½ inches of corners.



See your distributor today about boosting  
Spring sales with New Johnson's Wax Convertible

**\$49<sup>95</sup>**

Suggested retail price includes Convertible, polishing brush, 3 buffing pads.

**BUILD REPEAT SALES,  
EXTRA PROFITS FROM  
OPTIONAL EQUIPMENT**



**WAXING & SCRUBBING KIT**  
includes scrub brush, 1 pt. Kleen Floor, 1 pt. Beautiflor, plus 10 disposable pads ..... **\$4.95**

**DISPOSABLE PADS**  
box of 10 pads..... **\$1.00**



**RUG-CLEANING KIT**  
includes special rug-cleaning brush, four 12-oz. cans of Johnson's Rug Cleaner ..... **\$13.95**

**JOHNSON'S RUG CLEANER**  
pack of four 12-oz. cans..... **\$2.95**

"Johnson's", "Beautiflor", and "Kleen Floor" are registered trademarks of S. C. Johnson & Son, Inc., Racine, Wisconsin.

# For '58 Refrigerator Sales... It Don't Mean a

## Shelves Swing...



Wires from Coast to Coast Say:

### Most Dynamic Refrigerator Sales Tool in a Decade!

**Spokane**—"We sneak previewed the 1958 line to the public via TV, and the reaction was immediate and sales have been made without even seeing the product!"

**Portland**—"We are gaining dealers like an avalanche. Entire organization is bubbling with enthusiasm. Most optimistic about 1958."

**Toledo**—"Never in our 25 years of business has any product hit with such impact across the board. Consumer reaction is being felt at all levels."

**Norfolk**—"Impact of new refrigerator line on both dealers and public tremendous. First shipment sold out at open house. Dealers moving line off floors despite competitive discount pricing."

**San Francisco**—"Open house total attendance: 231 dealers. Reaction excellent. 1050 units sold."

**Richmond**—"Line completely sold out. Phones constantly busy. Dealers calling for more. This is positive proof Mrs. Housewife is buying new Swing 'n Serve."

**South Bend**—"Here is a line that has put profit back into the picture for every Norge dealer. New dealers are hopping on the bandwagon every day!"

**Columbus**—"Swing 'n Sell Session results great. Tremendous reception to new line. 43 dealerships present. Total units sold—506."

**Syracuse**—"...the finest refrigerator line I have had to sell since 1926! We will double our dealer organization this year."

**Raleigh**—"Dealers were spellbound during our open house! Amazed at the number of exclusive features Norge offers consumers that obsolete all other reefers."





# Thing if it Ain't Got That Swing

## Crisper too!

# NORGE

# Swing 'n Serve Refrigerators

*Totally new! Years ahead!* New swing-out shelves and crisper pivot at corner...bring food completely out of the refrigerator at a finger's touch. No center post to block your view! No sacrifice of shelf area. You can even lift out shelves and crisper for step-saving tray service. No danger of cracking a door liner, either, if you slam door with shelves out. It's the new food-keeping miracle that's drawing raves from distributors, dealers and consumers coast to coast!



**New Shelf-Spacer Lever** raises or lowers fully loaded shelves with a flick of the wrist. Makes room for that big roast. Saves space. Saves time. Eliminates shifting of food.

Cleaning's a breeze, too! You just swing out shelves and crisper and wipe interior clean with a damp cloth. No mass unloading of food and shelves!



## Plus Automatic Ice Dispenser

A real clincher for the *man in the house!* Trays swing down automatically when cubes are frozen and dispense them into a handy storage basket. An unlimited supply of dry, separated cubes are always at hand. No messing with ice trays. No levers to pull. It completely obsoletes all other ice service.

- Plus—**
- Gigantic 116 lb. zero-degree freezer locker
  - Mammoth 13 cu. ft. total storage capacity
  - Automatic defrosting • Full Handidor storage
  - Special dispensers for frozen foods and juices
  - Dairy-Keeper for eggs, butter, and cheese
  - Color styled interior • Pushbutton safety door



**NEW "BUILT-IN" LOOK!**  
Blends in with the most modern kitchen scheme!

Model CT-1358

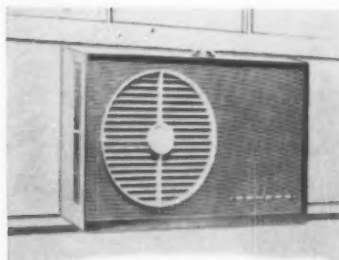
Join the swing to Norge! Call your distributor today!

# NORGE® is The Dealer Profit Line



NORGE SALES CORPORATION, Subsidiary of Borg-Warner Corporation,  
Merchandise Mart Plaza, Chicago 54, Illinois. Canada: Addison's Ltd., Toronto.  
Export Sales, Borg-Warner International, Chicago 3, Illinois

# new products



Fedders Minute Mount Air Conditioner 86-M2

## FEDDERS Portable Air Conditioner

Midget size portable air conditioner has new mounting principle.

Safety-fast mounting system does away with installation kits; makes possible to install unit within few minutes.

Weights 67 lbs.; 12½-in. high; 20-in. deep; ½ hp., 7½ amp. compressor, of pancake design, provides cooling for average room; 4,600 Btus; 360 degree directional louvre; twin filters. Can also be used as dehumidifier; special fan and air flow arrangement for quiet operation; metal 1-piece cabinet; plastic circular louvre. Fedders Quigan Corporation, 58-01 Grand Ave., Maspeth, N. Y.



Philco Compact series

## PHILCO Air Conditioners

Nine Compact series and 3 Bantam series comprise Philco's 1958 room air conditioner line.

Compact series covers 1, 1½ and 2-hp models as well as 2 reverse cycle heat pump models; Ionitron, negative ion generator available as factory-installed accessory; all similar in exterior and same size: 27 in. wide, 16½ in. high, 21¼ in. deep; file-drawer construction to simplify servicing—units can be removed without taking out of metal wrap-around cabinet; mounting kit, with all models, for fill-inside mounting in double hung or casement windows; full-inside mounting permits lowering double hung windows; does not interfere with casement windows.

Bantam models, all 1-hp, cover 7½, and 12 amp and 230 volt installations; identical in exterior; Ionitron available for all models; equipped with installation kit; can also be equipped for within room installation permitting outside window closing; inside installa-



Philco Bantam air conditioners

tion kit available for double hung or casement windows. Model numbers are A-983-2, 115-volt 7½ amps; A-984-2, 115-volt 12 amps; and A-984-11 a 230-volt model. Philco Corp., C & Tioga Sts., Philadelphia, Pa.



Chico Eldorado evaporative cooler

## CHICO Air Coolers

Five 1958 portable air coolers have been announced by Chico—Eldorado, Catalina, Belvedere, Coronado, and Balboa—to filter air of dust, pollen and odors.

Features include: automatic pump shut-off; double sandwich filter; easy-to-reach side controls; extra filter pad.

High velocity with maximum air thrust featured in blower-type Balboa and other models.

Eldorado, for night use or during highly humid weather, has automatic pump shut-off at low speed—while water remains in 3¼ gal. reservoir, pumping action to filter discontinues, enabling portion of unit to run dry. Stand in matching walnut woodgrain finish. Extra filter; no tools needed to insert filter.

Eldorado, Belvedere and Catalina have HI-VEE jet screen; expanded aluminum honeycomb, of

hexagonal wind tunnels to straighten out and speed cool air with maximum air thrust.

Eldorado and Balboa have automatic water level indicators. Stainless steel circulating pump all models.

Catalina 10½ lbs.; Coronado, Belvedere and Eldorado 13 lbs.; Balboa blower 16 lbs. Coronado in leather-grained mahogany; Belvedere, blonde. Catalina and Balboa blue-gray hammertone, and blue and slate.

Prices: From \$29.95 to \$79.95. Chico General Products Corp., 525 Market St., San Francisco 5, Calif.

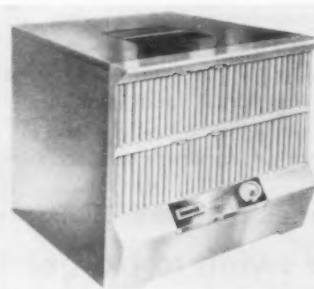


## THERMADOR Evaporative Cooler

Thermador announces a 2-speed portable evaporative air cooler, CB-8P-2.

Newly designed powerful turbo blade blower and honeycomb grille allows maximum discharge of cool filtered air. Large water reservoir holds 4 gal., allows for saturation of almost 400 sq. in. in pad area; top opening fill with hinged cover and easily read water level indicator; direct motor driven pump; 2-speed push button controls; recessed spring action carrying handle; 2200-1800 rmp; 6/18 diam. blower wheel, gold baked enamel finish.

Prices: Start at \$42.95. Thermador Electrical Manufacturing Co., 5119 District Boulevard, Los Angeles 22, Calif.



Chill-Aire Trimline cooler 12P

## CHILL-AIRE Coolers

Three new Chill-Aire Trimline portable coolers include

12P Trans-portable evaporative cooler; 3-speed model with 1200 cfm capacity; a 4-way unit, may be used as portable, roll-around, on legs or as a window unit; features include fingertip adjustable grills, 1/6 hp motor; recessed handle; 2-tone frosted beige cabinet with polystyrene front; 7½ x 9 in. blower wheels weighs 44 lbs.

8P, 3-speed evaporative cooler features 3-speeds, 750 cfm air cooled and washed by filter pads on 3 sides; fingertip-adjustable air-deflector grills, recessed carrying handle, solid sides; polystyrene front; weighs 30 lbs.; operates on 115 volt; large reservoir with water recirculation pump and accurate gauge; 2-tone frosted beige.

6P, 2-speed evaporative cooler has adjustable air grills; shadow-boxed frame front in 2-tone beige; weighs 27 lbs; delivers 430 cfm; filter pads on 3 sides of blower wheel; (single speed 5P also available).

Prices: 12P \$79.95, 8P, \$59.95, 6P, \$39.95 and 5P, \$29.95. National Engineering & Mfg. Co., Sedalia, Miss.



Rabar Porta Cooler

## RABAR Porta Coolers

Two new portable models for 1958, Deluxe Capri 581 and Continental 582.

Capri 581 has 2-speed, 1/15 hp motor; 4-way directional grilles, recessed handle, top filling; water level gauge.

Continental 582 filters and circulates air with double force; dual blower wheels; 1/8 hp motor; 3 four-way adjustable grilles; 2-speed motor; water level gauge; front filling; modern design.

Both operate with or without water; each has specially-designed aspen pads to filter out smoke, smog, dirt and allergy-dust. No installation needed. Rabar Inc., 2304 Huntington Dr., San Marino, Calif.





## Hot competition isn't making any dents in this appliance dealer's business

Charlie Singer's cash register keeps up its merry jingle—  
with 300 active accounts that are staying active

**The town is Elgin, Illinois.** Location: a hop and a skip from metropolitan Chicago—the most wildly competitive appliance-selling territory on the map.

**The man is Charlie Singer.** He's a G-E dealer from way back. He started out with the Monitor-top refrigerator in the 30's and his business has been growing ever since. Now he has some 300 very active accounts and he knows every one of them personally.

**What is the key to the Singer success story?** There are three: the prompt service and all-around assistance he gets from his distributor (he's been dealing with the same one for 25 years) . . . a line of products he believes in . . . and fine personal service to his customers.

<sup>1</sup> Singer, you see, learned long ago that service means not only on-the-dot repairs, but good products and a real interest in the customer's

needs. Result: the 300 active Singer accounts are *staying* active.

And they're telling their friends and their relatives. In one case, Charlie is dealing with the third generation of the same family. How's that for the appliance business?

**More about that personal service.** Singer doesn't let it stop with him. He's trained his whole organization to look on customer relations the way he does.

The result is that he can take off on his frequent excursions to Florida knowing that his

business will be just as good when he comes back as it was when he went away.

**If anybody still doubts** that it is possible to run a highly profitable appliance business against fierce competition . . . if anybody doubts that personal confidence in the retailer still *counts with customers*—then that doubter ought to talk with Charlie Singer. He knows. He's been running his business the same way since 1933. And that business has been treating him just fine.

*And that's just fine with us. For what is good for General Electric dealers is certainly good for General Electric.* General Electric Company, Appliance and Television Receiver Division, Appliance Park, Louisville 1, Kentucky.

*Progress Is Our Most Important Product*

GENERAL  ELECTRIC

ST. LOUIS, MO.

MILWAUKEE, WISC.

# What's today's big TV profit news?

— AND —

[illegible]

way we entered the black school  
when TV was an infant.  
My own experience with this club  
has been some with a number of bad  
relations with the same results. The  
club were not sterling but now they  
are off. In 1954 we had 73 ones  
of our new cadets. In the meantime  
had there will hold about 100 people  
Mr. Crittenden does not believe  
a place can be given to a large  
group. However, the group  
wanting to accuse the Negro.  
We plan to do so. We invite victims  
such as the Parents-Teachers Asso-  
ciation to use our theatre area for their  
shows. These groups will be able to  
present one of the big Negro pro-  
grams color demonstrations. I am  
absolutely certain the Crittenden has  
no fear display. They are not turned  
on the floor but does not believe

# Drive

[illegible]

but we suggest it to  
Crittenden's has about 15  
ing regularly and at times the  
to 20 men.  
"We make money on the  
too," said Mr. Crittenden. "I  
we haven't had too much trouble  
into we sold."  
Salmonson in the store and  
There are no "spiffs" or losses  
that the sale

## K Puts Stress on TV Sales

1990

TV distributors and  
Hirshfeld a co-owner  
of advertising to promote  
the Minneapolis-St.  
during this Sunday.

The dealer appears to be the distributor for the verting and to ride wagon.

ANAPOLIS, Sept. 15.

The campaign will be run with the World Series, begins Oct. 2, and will reach its peak this time. However, the program will continue through December, making all advertising media. A series of eight large ads in national color TV will be run in the Sunday paper, together with and continuing at intervals in the newspaper. They will start in the week of the World Series and target for the week of the World Series.

[illegible]

By ED LOHMEYER

[illegible][illegible]

... by a consumer who  
PITTSBURGH

he to be "sup-... No o  
all it I. Do you want ult  
tunately. Do you want  
to have your automobile  
the hopes that the police  
if you'll receive a letter  
the black-and-white  
ran through it by a similar  
the Lorraine Temple o  
of New Haven, Conn.,  
which Mr. Sharkey is a  
with Charles L. Sharkey  
and one of the fire  
sons found that  
dropped 15 per cent in  
gained 20 per cent in  
the past year, now in a  
sell all type of short  
valued, common, bargain  
unusual, organic.

will be available in the  
lets.

Hammond will sponsor a coin  
contest to build retail traffic. A  
contest will feature NBC's Pea-  
chance prize of a color TV set  
winner has already purchased a  
full radio schedule in plans  
for WWJW and WCAE here at  
other stations in Youngstown  
and  
Hammond will  
cost of a  
the show a  
half a  
utilize  
ing a  
To

By JANNE WILKINSON  
Sept. 18—  
Reunited as old  
partners of color

WYNNIKOFF, manager of the large-  
city Balavitra, says the area. Balavitra has  
Radio, Appliance & TV has a ready demand for the  
believes that "color TV has  
The majority of  
Mr. Balavitra, owner  
the idea of

MILWAUKEE, June 5.—(Special)

Mr. Bennett said that 70 per cent of these sales were in the higher priced \$495 set. He added that some demonstrations during the campaign resulted in two million of these, compared with 150,000 in 1934.

## Start Omaha

[illegible]

...of the public of each mass-  
...and danger. This will include  
...from which the dealer can send  
...special customers, material dis-  
...go to trade or animated at-  
...-getters, and sales training co-  
...ness. Wilson is also pointing  
...large windows with the NRC Pan-  
...symbol. Several are decorating  
...store to resemble a carnival  
...one area including a clean-  
...age.

A main line of the Omaha  
...Power District will be  
...sets on electric

RCA will  
...the vir-  
...last year  
...that will

ANCHOR  
...Gate Co  
...RCA co  
...monstrate  
...high g  
...red.

of 400 de  
...the clou

Color sets have been placed in use next to the number of strategic buildings on actual sites in Omaha and as a majority of the stations has installed sets in Omaha, the stations in the area of sales to develop NBC outlet, KMTV, will be a result of the enter program, KMTV, will be a result of the enter program during the carnival season. This year's carnival season.

DeCollibus Bank

**Of Color TV**  
 9 DE. JOAN CALLAHAN  
 BIRMINGHAM, Mass., Aug. 14  
 color set into  
 in the home  
 the new co  
 erte M.  
 Mr. Dec  
 sole of a

we can get a...  
inspective buyer's home for a...  
buy trial, he won't want to give...  
back," said John DeColibus.  
DeColibus Radio & TV Center.

## Here's a sampling of recent money-making news from

BOSTON, MASS.

MIAMI, FLA.

CHICAGO, ILL.

LOS ANGELES, CALIF.



"DeCollibus predicts that his sales will increase two to three times above sales to date"

FRAMINGHAM, MASS.

"Johnson Bros. is noting very good response to a trade-in offer of RCA Victor black-and-white for Color sets"

BALTIMORE, MD.

"... dealers replenishing stocks and readying for strong push on Color"

KANSAS CITY, MO.

"Percentage increases defied comparison"

CINCINNATI, OHIO



## trade publications—subject: "Living Color" by RCA Victor

"Bigger sales of Color TV"  
OMAHA, NEB.

"Pre-Christmas sales bigger than last year"

MINNEAPOLIS, MINN.

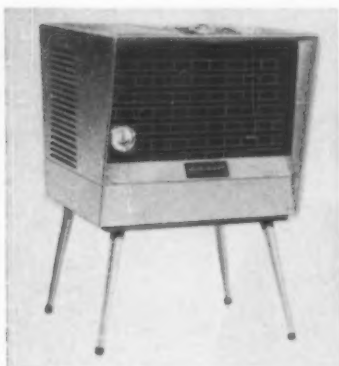
All over the country Color TV is making the money-making headlines. If you aren't making your share of the profit news, better talk to your RCA Victor distributor soon.



**RCA VICTOR**  
TRADE MARK RADIO CORPORATION OF AMERICA



# new products



Wright portable coolers

## WRIGHT Coolers

Three new portable coolers, B1990, B1660, and B1220, to fit every room need.

B1990 adapts to furniture decor; has 2-speed motor for Hi-Lo cooling. B1660 medium sized twin blower model; B1220 spot cooler for smaller rooms.

All may be used with or without water. Quiet operation. Wright Mfg. Co., Phoenix (Arizona).



Roper-Gourmet range with Rotis-O-Grill

## ROPER Gas Ranges

A 4-way cooking center "Rotis-O-Grill" is offered on 3 gas ranges, Gourmet, and 2 Other 36-in. ranges. Rotis-O-Grill located on top of range. Barbecues, broils, grills; heat for all operations provided by 2 radiant-type gas burners, independently controlled.

Thermo-spit with built-in meat thermometer dial at front end for rotisserie. Motor concealed in range, turns spit slowly and evenly. Smoke and grease consumed by gas flame; in broiling, meat is held almost vertical by 2 adjustable wire racks.

Cast aluminum griddle replaces rotisserie and broiler components for grilling; heat spreads evenly through griddle; opening at rear permits grease to drain off into concealed receptacle. Rotis-O-Grill polished aluminum cover fits flush with

range top, covering unit and providing extra work when not in use. Geo. D. Roper Corp., Rockford, Ill.



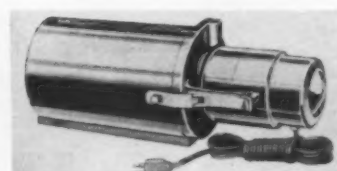
G-E Snooz-Alarm 7H 253

## G-E TELECHRON Clock

Little Snooz alarm clocks: 7H253 encased in antique white; 7H253L gray with luminous dial; wakes you, lets you snooze, and wakes you again. 3 models available in new Profit Pack with free counter display.

Ten other color styled clocks in 3 designs include Harlequin and Decor Alarms for bedroom, den, or desk; cupboard for kitchen and bathroom.

Prices: 7H253, \$5.98; 7H253L, \$6.98; others under \$5. General Electric Co., Clock and Timer Dept., Ashland, Mass.



Knibb ice cream maker

## KNIBB Ice Cream Maker

This automatic home ice cream freezer makes ice cream in any refrigerator or freezer; provides old-fashioned paddle type ice cream; makes up to 1/2 gal. smooth ice cream in 20 to 30 min. Makes frosted milk shakes in 3 to 5 min.; whips cream in 3 min.; chiffon jello in 20 min. Also makes sherberts, fruit juices and punches, low calorie soft desserts. Aerates as it freezes to give smooth texture. Automatic thermo cut-off switch stops paddle motor when freeze-whipping is completed. 12 1/2 by 5-in. high, chrome finish; leak-proof cover; removable nylon scraper paddles. Recipe and instruction booklet included. Price: \$34.95. Knibb Industries, Inc., 360 N. Michigan Ave., Chicago 1, Ill.



Excello riding mower No. 811

## EXCELLO Mowers

Improved Excello 24-in. rotary riding mower No. 811 features improved 2-speed transmission; Unimatic remote control assembly designed so throttle control and gear shift levers are on handle at fingertip level; 3 1/2 hp 4-cycle engine or a 4-hp engine optional.

A 21-in. companion rotary riding mower No. 707 also available.

Price: \$299.50. Heineke & Co., Box 296, Springfield, Ill.



Mow-Master No. 422 rotary mower

## MOW-MASTER Mowers

Mow-Master's 1958 line of mowers includes 2 rotary No. 422 and No. 419 and a rotary riding mower No. 400.

No. 422, deluxe with "design of tomorrow" engine grille, cowling 2 3/4 hp. B & S motor; knock-off hub caps; front right side discharge chute; stand-up starting and finger-tip control; offset wheels to minimize "scalping"; has 22 in. cut; blade height adjusts to 4 positions, 1 1/2 to 3 in.

Low-priced, self-propelled model 419 has off-set wheels, front right side discharge chute; 1 3/4 hp. B & S engine; finger-tip control; 3 cutting heights; 19 in. swath; removable mulcher plate.

Fairlawn 400, riding mower with automotive styling features 6 forward speeds plus reverse, independent blade suspension, swivel-joint axles and automotive type steering wheel; 3 1/2 hp. engine; 24 in. cut.

Other models in line include 6 rotary mowers (one electric) and 2 self-propelled reel types. Price: No. 419, \$119.95; No. 400, \$349. Propulsion Engine Corp., South Milwaukee, Wis.

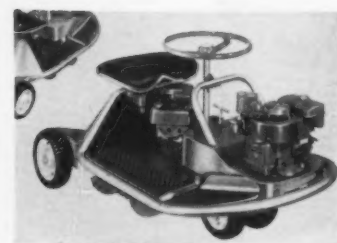


Jacobsen rotary mower 348

## JACOBSEN Mower

Powered by a 2.5 hp Jacobsen hi-torque engine with recoil starter this 18-in. deluxe rotary mower is designed for clean, smooth mowing, cutting tall grass or weeds, mulching leaves etc.; features Turbo-cut suction lift rotor with 4 razor sharp blades; aero-dynamic action lifts and cuts grass in one operation; side trim slot, offset wheels and built-in "silenced power" muffler are other features; a pushbutton electric starter kit is available.

Price: \$109.50. Jacobsen Mfg. Co., 747 Washington Ave., Racine, Wis.



Robertson 8-24 rider mower

## ROBERTON Mower

Equipped with Clinton 2 hp 4-cycle recoil starter and Clinton 3 1/2 hp 4-cycle heavy-duty recoil starter for cutting blade power; "V" belt and gear drive to front wheels; 24-in. turn over type blade; baked enamel hammer-tone grey frame, red engine and steering wheel; features include 24-in. cut; two separate engines and throttles permit slowing down forward movement and speeding up cutter in difficult conditions; also allows shutting off blade when moving to and from cutting area; reverse is accomplished by revolving twin front traction wheels 180 degs., eliminating reverse gears and transmission gear trains; power drive and turning feature allows 90 deg. turn or complete turn in own length; spring-loaded seat with foam rubber cushion. Robertson Mfg. Co., 2717 N. Ashland Ave., Chicago 14, Ill.



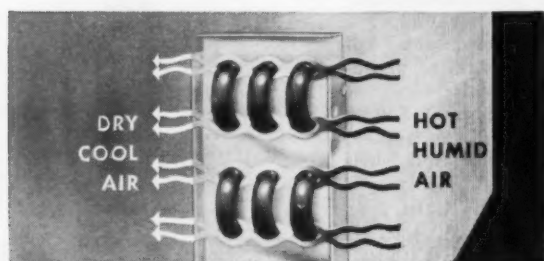
It's an air conditioner! It's a dehumidifier!  
It's a NEW SALES OPPORTUNITY!

the new '58  
**FRIGIDAIRE**  
ROOM AIR  
CONDITIONER  
with  
*Dry Cooling*



"It ain't the heat—  
it's the humidity"

Now, with Frigidaire Dry-Cooling, you can sell a whole new concept of summer comfort—relief from *both* heat and humidity.

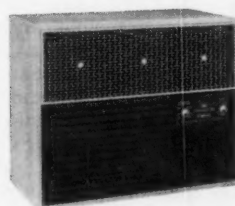


It's true air conditioning in every sense. In addition to cooling, the Frigidaire Dehumidi-System "drinks up" more comfort-robbing excess humidity—removes up to a barrel of water a week from the air.

It's this year's strongest Room Conditioner selling story, added proof that in comfort as well as style . . . Frigidaire is on the march.

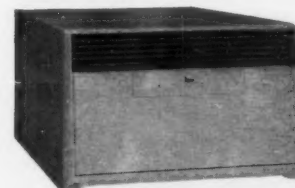
Only with Frigidaire Room Conditioners  
can you sell

**SHEER LOOK...PLUS**  
Styling • Features • Construction



*Frigidaire Vertical Models*

- completely new styling, 15¾ inches thin
- Spray-on fashion-wise colors for front panels, blend-in anywhere



*Frigidaire Horizontal Models*

- low silhouette styling, only 16⅞ inches high
- new 16,500 Btu capacity Model dry-cools extra large areas

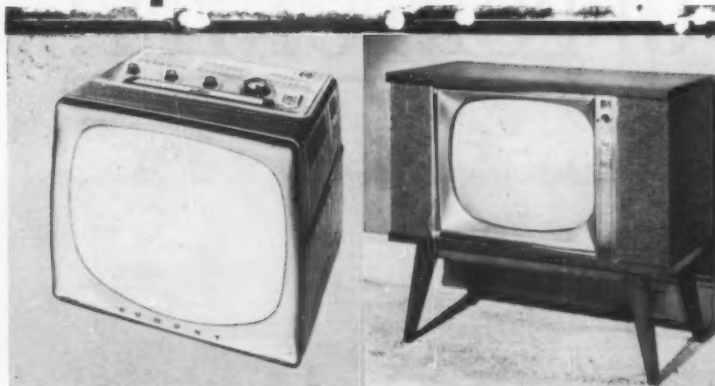
Two-Speed fans on Vertical Models—automatic thermostat, industry's easiest-to-change filter plus DRY-COOLING on all models—easily installed in window or wall.

**FRIGIDAIRE**  
is on the march



Frigidaire—Built and Backed by General Motors

## new products TV, RADIO, HI-FI



DuMont Sportsman TV

DuMont Canterbury Console

### DUMONT TV and Hi-Fi

Three TV sets, Sportsman, Canterbury and Putnam and a hi-fi phono, New Yorker have been added to 1958 line.

**Sportsman, 17-in., 29 lb.** portable, features oversized components, aluminum case 13 1/4 in. deep; 110 deg. aluminized tube within cabinet; new electron gun for automatic edge-to-edge focus; custom wired chassis; picture lock controls; keyed age; interior type circuitry; built-in circuit breaker.

**Canterbury 21-in.** lowboy provides wall-to-wall panoramic sound system with 4 speakers—one at either side of tube and one at either side of cabinet; faced on front and sides with cloth having horizontal and vertical pattern.

**Putnam, 21-in.** compact console has furniture styling. Putnam and Canterbury comes in walnut, mahogany or limed oak.

**Hi-fi, phono, New Yorker,** has fruitwood, French Provincial cabinet; 2 extended range speakers; 3 1/2 in. tweeter, 10-in. woofer; push-pull amplifier; 4-speed changer with up to 5 1/2 hrs. continuous operation; automatic turnoff; separate bass and treble controls.



DuMont New Yorker hi-fi

**Prices:** From \$179.95 for Sportsman in mahogany to \$399.95 for Canterbury in limed oak. Allen B. DuMont Laboratories Inc., 750 Bloomfield Ave., Clifton, N. J.



Hoffman

### HOFFMAN TV and Hi Fi Lines

Eleven basic TV models and a full line of hi-fi instruments are included in new Hoffman line, also featuring Solaradio, all-transistorized portable radio which draws energy from sun.

**Television line** consists of table models, consoles, lowboy furniture pieces with 110-deg. picture tube and short-neck 90 deg. tube; Dyna-touch tuning which eliminates conventional channel selector; black easy-vision lens in many new sets; several feature Soundorama audio system with 15-watt output and 3 or 4 speakers.

**4 chassis:** Mark 7 with keyed AGC, neutrode tuner with 110 deg picture; Mark 10; Super Mark 10, with easy-vision lens, tone control, phono jack and switch; Mark 5, with soundorama audio system, 19 KV high voltage and deluxe features for fringe area; also available for

sets with Dyna-Touch is Beam-Rider wireless remote control.

**One console** designed as matchmate to hi-fi sets for coordinated home entertainment center. Decorator models combine ebony with blond oak or maple, and hand-decorated Chinese motifs.

**Hi-fi decorator models** feature floating sound speaker chamber which completely isolates speakers from other components; 4-speed Garrard record changer; 25-watt amplifier using imported tubes.

Also available with AM-FM tuner with lighted slide-rule dial and precision tuning eye. **Prices:** TV sets from \$185 to \$445; hi-fi from \$199.95 to \$545. Transistor portable radios, from \$59.95 to \$99.95. Hoffman Electronics Corp., 3761 S. Hill St., Los Angeles 7, Calif.

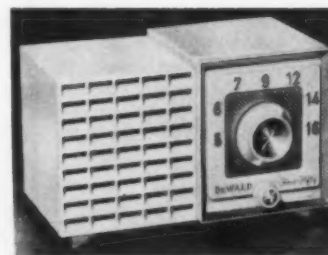


Packard-Bell clock radio 6RC-1

### PACKARD-BELL Radio

Packard-Bell's new table model clock radio 6RC-1 has a 6-tube superheterodyne chassis; contains Telechron clock, 2 matched Alnico-5 PM dynamic speakers; built-in ferro-loop antenna; night light with separate switch. Sleep switch automatically turns off radio; alarm control automatically wakens user with music or buzzer alarm. Appliance outlet to start at preselected time.

**Price:** \$47.95 ebony; \$49.95 chalk white, flame, turquoise, pink, or tan. Packard-Bell Electronics Corp., 12333 W. Olympic Blvd., Los Angeles 64, Calif.



DeWald L-414 Playtime

### DeWALD Radio

This 5-tube table radio, M-550, comes in choice of wal-

nut or ivory modern cabinets.

**Built-in ferrite loop antenna,** high signal to noise ratio; printed circuit audio.

**Prices:** \$23.50 walnut; \$23.95 ivory. United Scientific Laboratories, Inc., 35-15 37th Avenue, Long Island City 1, N. Y.



Admiral portable transistor radio

### ADMIRAL Radios

This 8-transistor radio features two dual speakers, faced in opposite directions delivering sound—one out front, one out back; tone control enables listener to choose exact tonal balance preferred; all 6 or 8-transistor models have dual speakers; 8-transistor models—saddle tan or golden charcoal.

**Line** also includes 3-way portables with 5-tubes including selenium rectifier in maroon, black, pearl white, red or turquoise.

**Price:** 8-transistor models, \$69.95; 6-transistor models, \$59.95; portables begin at \$32.95. Admiral Corp., 3800 Cortland St., Chicago 47, Ill.



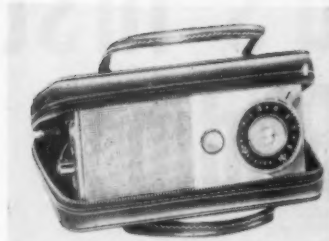
GE transistor pocket radio P765

### G-E 1958 Transistor Radios

General-Electric announces 2 all-transistor pocket radios and 2 all-transistor portables.

**Pocket model P-765,** a 6-transistor radio in gold, beige and black time, has shatterproof, rustproof, chipproof cabinet, a clip-on carry strap, 6 transistors and 1 crystal diode, high-output speaker, built-in ferrite rod antenna.





GE recharger travel case

Leather recharger travel case, with 2 nickel-cadmium batteries, can be recharged as many as 400 times for up to 10,000 hours normal playing time.

P-745 weighs 19 oz. including batteries; ebony and gold, or turquoise and white (P-746); has 5 transistors, 2 crystal diodes; high output speaker and built-in antenna in smooth-cornered cabinet.

Both pocket radios have ear-phone jacks; earphones for private listening also available.

Portable 6-transistor radio P-750 features top-grain cowhide cabinet, latticed speaker grille, luggage-type leather handle. Weighs 4 lbs.; provides approximately 400 hrs. intermittent play on ordinary "D" size flashlight batteries.

P-761 in sage green and white, or beige and white P-760, has 5 transistors, 1 crystal diode, smart cabinet with stand-up handle, and special keyhole slot in back for use as wall radio. Weighs 4 lbs., provides 200 hrs. intermittent play on "D" batteries.

3 radios carried over from 1957 include: an all-transistor portable (P-725), a 3-way portable radio (P-672), and a deluxe 3-way portable P-736 & P-735.

Leather carrying cases available for all as accessories except P-750, which has cowhide case. All have printed circuits. Prices: P-765, P-766, \$49.95; P-745, P-746 \$39.95; P-750, \$59.95; P-761, P-760, \$44.95; radio and recharger case, \$69.95. General Electric Co., Housewares & Radio Receiver Div., 1285 Boston Ave., Bridgeport, Conn.



Webcor "Custom 10" Twins

### WEBCOR Hi-Fi Series

New Webcor console series includes Prelude "Custom 10" Fonograf, 1966, and Stereo "Custom 10" Stereophonic Tape Recorder, 2923, called the "Cus-

tom 10 Twins," and the Audio-Mate "Custom 10" hi-fi speaker and amplifier system, 4923.

Matched in cabinetry and component parts, all have 10-watt, a.c. power amplifiers, 3 speakers; a 6" by 9" woofer, and 2 4-in. tweeters.

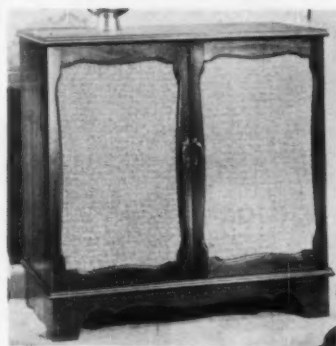
Stereo "Custom 10" has a 3-speed tape recorder that records and plays back monaurally and Stereo tapes with balance and fidelity.

Prelude "Custom 10" Fonograf can also serve as second sound system for Stereo "Custom 10" in stereophonic playback.

"Magic Mind," 4-speed, automatic diskchanger permits intermix of 33 and 45 rpm records, 7", 10" and 12".

Audio-Mate "Custom 10" serves as the second sound system for Stereophonic Tape Recorder or Hi-Fi Fonograf, or other Webcor Stereophonic tape recorder or Hi-Fi Fonograf equipped with output jack. Storage compartment holds 42 7-inch tape boxes and up to 60 12-in. records.

All models available in mahogany, limed oak, or cherry. Prices: From \$139.95 for Audio-Mate 4923 to \$299.95 for Stereo 2923. Webcor, Inc., 5610 W. Bloomingdale Ave., Chicago 39, Ill.



Philco console hi-fi 1803-C

### PHILCO Hi-Fi Phonos

Philco announces 2 new console hi-fi phonographs, with or without AM-FM radio tuners, in traditional 1803 and modern 1805 cabinetry.

Both have sound systems with electrostatic speaker for hi-fi range response up to 20,000 c., in combination with 10-in. woofer for low frequencies to provide balanced reproduction over wide range "packaged" hi-fi phonos; built-in AM-FM tuners, with automatic frequency control to lock-in station and eliminate signal drift, available at extra \$90.

All models equipped with input jack for stereophonic tape, special to eliminate motor noise when used for remote AM-FM radio or stereophonic hook-up.

Trouble-free record playing for all record speeds done automatically by Philco "Micro-Mix" changer. New transformer powered amplifier, with 20 watts output, provides volume without distortion. Dual-needle ceramic pick-ups, unaffected by temperature and humidity. With or without AM-FM tuner each cabinet designed with ample record storage.

Prices: French Provincial 1803, \$239.95 mahogany; \$249.95 cherry; Modern, 1805, walnut solids or light oak solids and veneers, \$249.95. Philco Corp., Philadelphia, Pa.



Symphonic hi-fi radio-phonograph No. 1275

### SYMPHONIC Hi-Fi

Six new hi-fi phonos and combination radio-phonos have been added to the Symphonic line, including a 4-speed table model 1267; five 4-speed consoles one of which is a phono only, No. 1268; the balance 4-speed phono radio models: 1269, phono with AM radio; No. 1275 phono with AM-FM radio and 3 speakers; No. 1277 and 1272 with AM-FM radio and 4 speakers; and a hi-fi 4-speaker enclosure, separate volume and presence controlled as companion to models 1260 and 1272. Finishes include mahogany, blonde, walnut, ebony or fruitwood.

Prices: From \$89.95 for No. 1267 to \$349.95 for 1272. Symphonic Radio & Electronic Corp., 235 Jersey Ave., New Brunswick, N. J.



Symphonic hi-fi radio-phonograph No. 1267



Admiral "Titian" Italiana hi-fi

### ADMIRAL "Italiana" Hi-Fi

New line of hi-fi instruments featuring "Italiana" provincial furniture styling in 3 traditional fine wood styles has been introduced by Admiral.

Titian, a console in walnut with fawn brown finish, has a 30-watt a.c. amplifier; FM-AM tuner; Admiral's 4-speed record changer with diamond sapphire stylus; 4 speakers (15", 8", 5 1/4", and 3 1/2") enclosed in bass reflex cabinet. Stereo-speaker control switch makes it simple to add stereo-sound or pipe music to another room; special tape recorder input-output jack makes possible to tape directly from hi-fi or play tape recorder through hi-fi sound system.

Tuscany, provincial, has 20 watt a.c. amplifier to power 4 hi-fi speakers. Bass reflex cabinet, separate bass-treble controls, stereo-sound speaker connections give true tone, 4-speed record changer has 2 jeweled needles, plus 45 rpm spindle.

Chante, available in native cherry wood with fruitwood finish. 12" woofer in bass reflex cabinet plus 3 1/2" tweeter and 5 1/4" and 4" mid-range speakers powered by a 20-watt a.c. amplifier.

Split section hinged top conceals static-free FM long distance AM tuner, 4-speed record changer; separate bass-treble controls plus stereo-sound speaker connections.

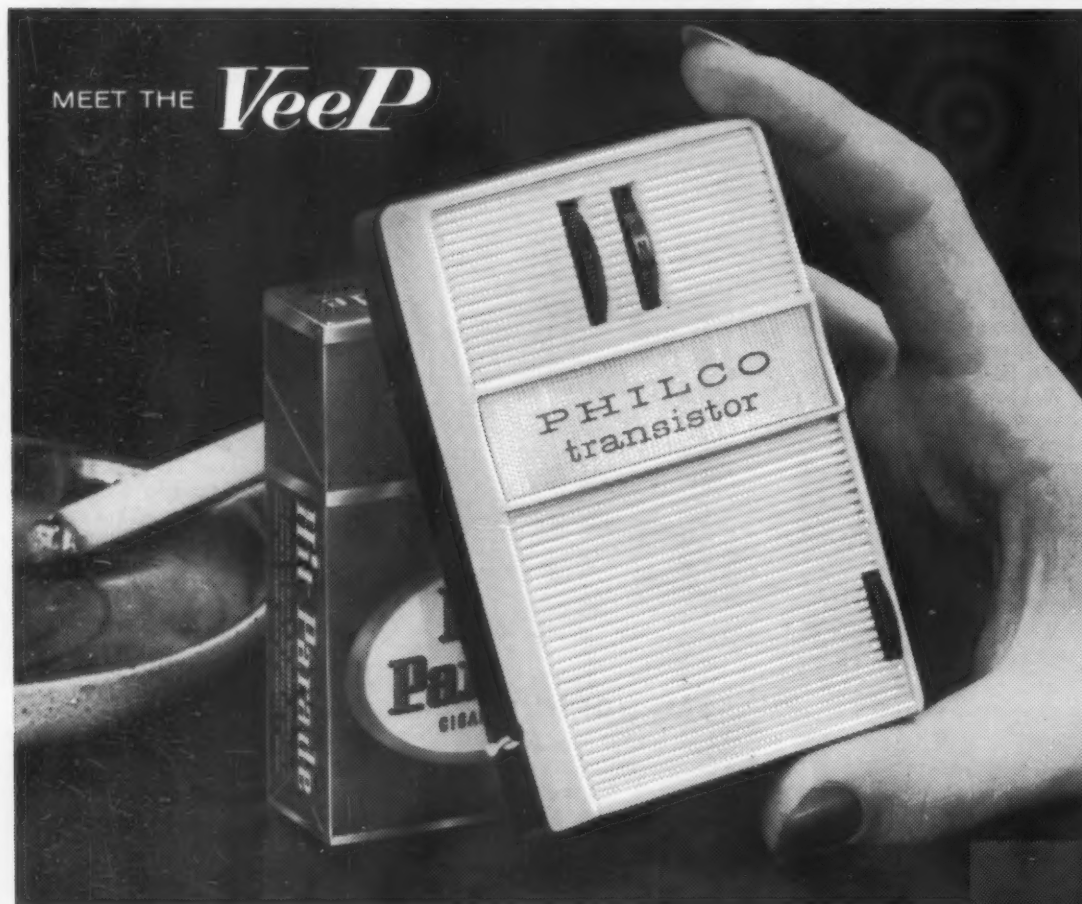
Prices: Titian, \$525; Tuscany, \$375; Chante, \$350. Admiral Corporation, 3800 Cortland St., Chicago 47, Ill.

### BRIEF

"TNT Torque TV Tenna" for roof installation comes completely pre-assembled for rapid installation; available with 3, 5 and 7 elements (TNT III for metropolitan area reception; TNT V for fringe areas; and TNT VII for ultra fringe reception); "Torque" system furnishes 1/2 wave length span action as a full-wave length and with full-wave reception.

Prices: \$19.95; \$29.95; \$39.95. Snyder Mfg. Co., Philadelphia, Pa.

# PHILCO introduces the world's first 3-Transistor Vest-Pocket Radio!



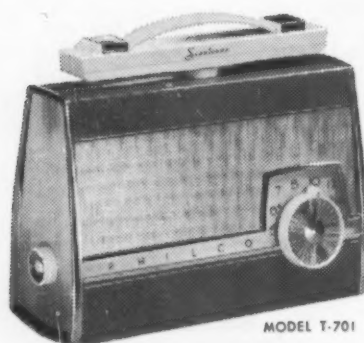
MEET THE *VeeP*

Here it is—"The VeeP"—the newest contribution of Philco research to the use and enjoyment of radio. It's a genuine vest-pocket radio, powered with three exclusive Philco "Surface Barrier" transistors that give amazing pulling power and tone quality. It's designed for personal use with a private ear speaker and brings in stations bright and clear. Plays on two tiny mercury cells.

Scores of new uses at home, outdoors, at sports events. Every customer you have will want one at its amazing low price. It's a terrific traffic item—the most exciting new radio item of the year. Get the full story from your Philco Distributor *fast!*

Only  
**\$19<sup>95</sup>**  
LIST PRICE

**Philco is first with a full line of transistor radios  
...at sensational new price levels!**



MODEL T-701

Only Philco offers you the full range of models you need to make transistors pay off big! Prices start at just \$19.95 . . . move to \$29.95 and up through the 7-band short-wave T-9 at \$229.95. Eight models in all . . . using the finest transistors available . . . Philco transistors. They're the product of advanced research at Philco and far ahead of any competition. Philco transistor radios deliver topflight performance! They'll build traffic and bring substantial profits to your operation. Call your Philco Distributor, now!

**Full-size transistor portable.** Seven transistors and a bigger more powerful speaker deliver the performance so many transistor prospects have been waiting for. The "Scantenna" handle *rotates*, has double Magnecor aerials for double the reception. Powered by just 4 regular flashlight batteries. **\$59<sup>95</sup>**



**Finest 4-transistor radio.** Designed to be a top seller and a just right "step-up" item as well. It's the kind of package you need to make transistor sales roll. Plays hours and hours on 4 penlight or mercury cells.

**\$29<sup>95</sup>**  
MODEL T-4



MODEL T-9 \$229.95



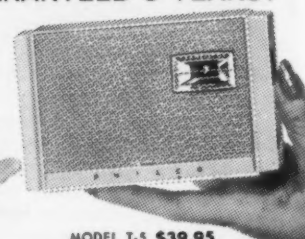
MODEL T-700 \$34.95



MODEL T-6 \$49.95



MODEL T-7 X \$59.95



MODEL T-5 \$39.95

★ All Philco standard-broadcast transistor portable radios carry either a five-year unconditional guarantee or a full ninety-day parts and service warranty.

LOOK AHEAD...  
and you'll choose

**PHILCO®**

EVERY PART GUARANTEED 5 YEARS!



# trade report

HARRY GRAYSON Editor



THEODORE S. WEBER



ROBERT W. ARMSTRONG

## WEBER SUCCEEDS ARMSTRONG AS MANAGING EDITOR

Theodore S. Weber, Jr., has been named managing editor of **ELECTRICAL MERCHANDISING** effective March 1. Weber, who joined the magazine nine years ago as news editor and who has been an associate editor since 1955 succeeds Robert W. Armstrong who has resigned to head up a newly created public relations department for the RCA Whirlpool division of Whirlpool Corp.

Weber has been associated with the appliance-radio-TV industry since graduation from the University of Notre Dame in 1947. His first experience was with General Electric's Appliance and Merchandise Department in Bridgeport where he worked as a publicity writer and edited two house organs for G-E dealers. He joined **ELECTRICAL MERCHANDISING** in 1949.

At Notre Dame Weber majored in economics. His college work was interrupted by three years service in the U. S. Army during World War II. After service in the South Pacific, he returned to the United States where he was commissioned in the Army Transportation Corps.

In his work with **ELECTRICAL MERCHANDISING** Weber has built a reputation as a keen student of industry marketing practices. His feature stories have covered a wide variety of industry problems ranging from service and builder sales to the long-range future of the industry. In researching these stories Weber has made hundreds of friends on the retail, wholesale and manufacturing levels of the industry.

In accepting the Whirlpool position, Armstrong closes out 13 years with **ELECTRICAL MERCHANDISING** during which he built an enviable reputation as an editor alert to trends developing within the industry. After graduation from Dartmouth in 1940, Armstrong did newspaper and free-lance work before service in the U. S. Army. He was wounded while serving as a captain of parachute infantry in the South Pacific. Upon discharge from the service in 1945, Armstrong joined **ELECTRICAL MERCHANDISING** as news editor and was named managing editor in 1949.

Laurence Wray  
Editor

## AIR CONDITIONERS

# The Market Firms Up

Some dealers are waiting for dumps that may never come because manufacturers are playing it cool with last year's record-breaking carry-over

Strange things are happening in the room air conditioner business.

The industry closed out 1957 with extremely heavy inventories—almost a million units—but nobody is dumping.

And last year everybody had to resort to buy-back plans—but in 1958 few manufacturers are fooling around with such guarantees.

It all adds up to a far sounder, steadier air conditioner market than anyone would have imagined three months ago.

### Dealers Still Hesitate

Still there's uncertainty in the air. Even though no price breaks have developed, dealers are holding off on their ordering. They offer two excuses: they don't know what the deal will be on 1958 merchandise and they're afraid of what it will be on 1957 carry-overs.

But, if you listen to manufacturers, dealers have nothing to fear on either score.

Besides, many manufacturers are said to be simply changing serial numbers, making minor alterations on the left-overs and selling them as part of the 1958 line.

Distributors and dealers feel that what General Electric does is the key to this year's situation. G-E is rumored to hold a lion's share of the left-overs and many fear there may be

MORE▶

# MOST WANTED TV

## Westinghouse Automatic

So easy to demonstrate even a child can get perfect tuning . . . blindfolded!

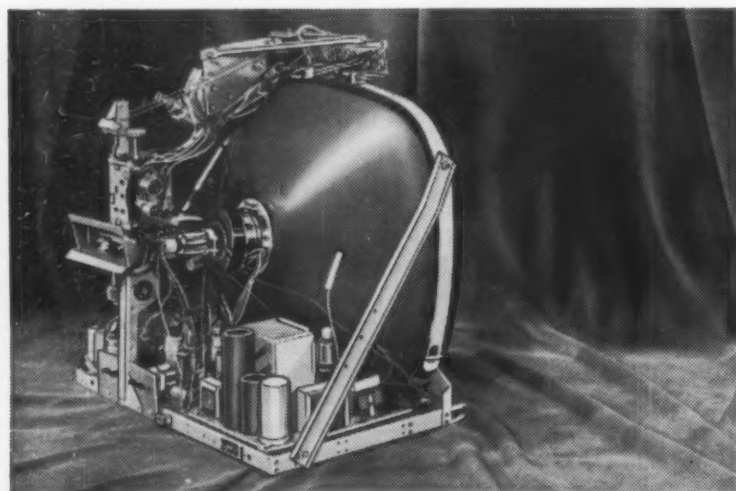
**As millions watch**, an 8-year-old child is currently making TV history! On "Westinghouse Studio One in Hollywood" . . . in top full-color magazine ads and Sunday supplements . . . she is pre-selling millions of people on a wonderful new electronic miracle — Westinghouse Automatic Electronic Tuning . . . the most wanted TV feature today. And only Westinghouse has it!

**For the first time**, one touch on the channel selector does everything *electronically*. Not only do channels change, but

both picture and sound come in brilliantly clear! Touch again and again—and channel after channel snaps on, each already fine-tuned for sight and sound! And it *stays in tune too*—every moment of the program! No more fussing with dials, blurry pictures or fuzzy sound!

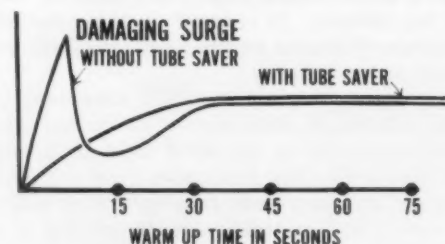
**It's the one TV feature** you, too, can demonstrate and sell—even *blindfolded*! Try the dramatic 5-second Blindfold Test on every prospect. And watch yourself sell the new Westinghouse table model and console sets as never before!

**MORE PROOF . . . WESTINGHOUSE IS THE MOST ADVANCED TV YOU CAN SELL, INSIDE AND OUT!**



**Trouble-Free Silver Safeguard Chassis!** Over 80% of all components are anchored in metal. Nothing to loosen, wear out or burn out. Means less servicing, easiest of all to service, too. Cool *horizontal* design prevents overheating—assures longer set life.

### TUBE SAVER PREVENTS POWER SURGE



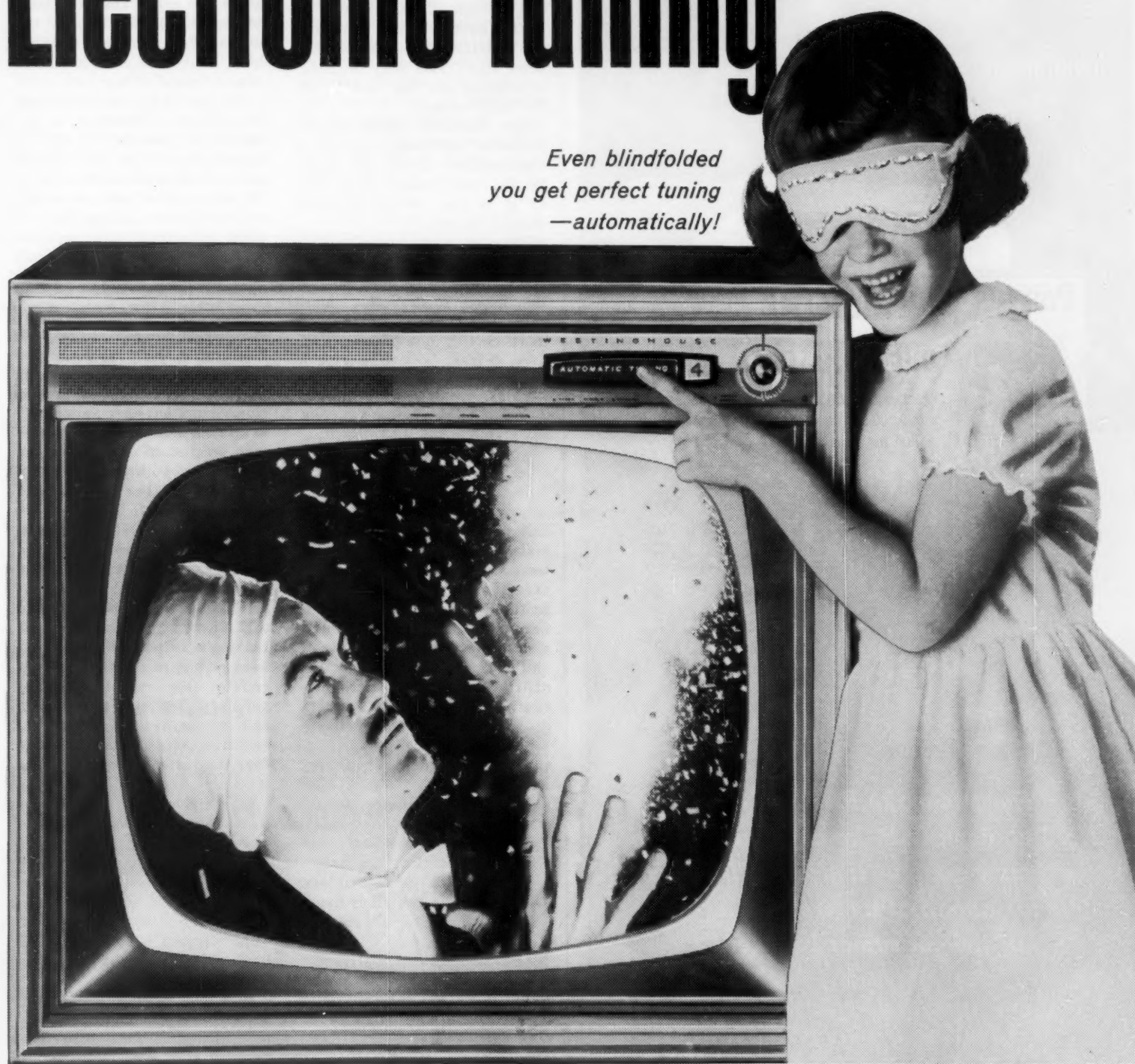
**Automatic Tube Saver!** Keeps Westinghouse TV young and vigorous longer. It absorbs the initial surge of power every time the set is turned on . . . prevents overloading of any one tube . . . eliminates the possibility of premature tube burnout. Cuts down service call-backs.



# FEATURE TODAY!

## Electronic Tuning

*Even blindfolded  
you get perfect tuning  
—automatically!*



WESTINGHOUSE TV IN  
THE SHAPE OF TOMORROW



**YOU CAN BE SURE...IF IT'S**

TELEVISION-RADIO DIVISION • METUCHEN, NEW JERSEY

# Westinghouse

# MANITOWOC APPLIANCES

Division of  
MANITOWOC EQUIPMENT WORKS

manufacturers of Home Freezers  
and 2-Zone Freezer-Refrigerator  
Combinations, say:

## "PARENTS' MAGAZINE... our No. 1 choice!"



Reaches 1,775,000 biggest-buying families  
with 3,800,000 children—biggest concentrated  
market for home products!

**MANITOWOC EQUIPMENT WORKS**

DIVISION OF THE MANITOWOC COMPANY, INC.  
TELEPHONE MURRAY 4-6663  
621 QUAY ST. • MANITOWOC, WISCONSIN

September 25, 1957

Mr. George Hadlock  
Advertising Manager  
Parents' Magazine  
New York City

Dear Mr. Hadlock:

Parents' Magazine has always seemed the ideal advertising  
medium for all kinds of children's products, and it would  
be a pleasure to have your product chosen as the best.

**"Results make PARENTS' our  
No. 1 choice of all the consumer publi-  
cations we have tried... PARENTS'  
is far ahead of its first runner-up  
in the consumer bracket."**

and we would be pleased to have a chance to make a  
sales conquest with copy in Parents' Magazine.

Sincerely,  
*Ray G. Fredrickson*  
Ray G. Fredrickson  
General Sales Manager

ROF/k

MANUFACTURERS OF CHEST AND UPRIGHT FREEZERS • REFRIGERATOR FREEZER COMBINATIONS • COMMERCIAL FREEZERS  
REFRIGERATED DISPLAY CASES

a dump. But G-E counters that the left-overs are moving well and should be gone by May. Those in the know say G-E lowered the price on these units 20 percent and doesn't intend to do it again.

Another manufacturer says that, while prices are low, there doesn't seem to be any additional softness. Checking out carry-over merchandise prices, this company found that eight out of ten prices were the same as they were 90 days ago and the remainder were higher with but a couple of exceptions.

Still another is confident that the manufacturers will hold the price line. "This year the manufacturers are the rock of Gibraltar," he says.

An Eastern manufacturer concedes that there is a lot of merchandise lying in warehouses, but contends that none of it is his. "We're in good shape," he says.

Price is a factor with the new merchandise. Manufacturers claim that product innovation makes it attractive (more compact units are delivering more cooling power) and Fedders, at least, is putting a lot of faith in heat pumps, but few have set prices and all kinds of package deals, etc., make it difficult to tell just what they are.

### Situation Varies

A spot check of dealers and distributors across the country uncovered a variety of experiences and inventory situations. In the South, the inventory situation was found to be generally good with units, both new and old, already moving from distributors to dealers. Significantly, however, in this segment of the land of the six-month selling season, with comparatively mild winters, there was little enthusiasm for heat pumps. One distributor, for instance, won't push them until utilities offer lower rates for users. A good many are ordering none at all. Some Fedders' distributors, on the other hand, will head up their advertising with them.

An Alabama distributor moved 700 air conditioners in January. He has only 350 units on hand with less than 20 of them carry-overs.

A Florida distributor has no inventory at all and has sold several carloads of merchandise from samples of the '58 line.

In Louisiana, a distributor re-

ports about 1500 units in inventory, including 75 carry-overs. He is buying the '58 line cautiously, counting on the carry-overs to start the season, but he sees a good year if weather behaves.

### Biggest Order

In the North, a manufacturer reports moving 1000 units to one retailer west of the Mississippi, more than he has ever sold to that outlet before, let alone this early. The same manufacturer reports that, in two unidentified "tough" markets, his distributors are already 50 percent ahead of last year.

On the other side of the coin, an Illinois distributor is rumored to have 12,000 of one manufacturer's last year's units lying in his warehouse and some Chicagoland dealers are certain this may mean a dump. Yet another manufacturer is reported to have 1900 1956 models still on his hands in the Chicago area.

But dealers in the area report that deals offered so far are 3-to-1 on a no-return basis and they are edgy because they don't have much price protection. Smart buys are apparently available, however. One dealer who bought 40 units says one deal offered both protection and buy-back, another had plenty of early-paper ads.

In Texas and Oklahoma, business is reported underway. The retail outlets are buying and a Dallas department store has already staged a good promotion. There is particular interest in 1½-horsepower units and heat pumps in this part of the country (the trend toward bigger units continues everywhere and, where dealers are buying ¾-horsepower units they say that they intend to use them as leaders).

In the New York area, where it is reported that G-E units have been selling at \$150 and \$160 for ¾- and one-horsepower models, word has it that the prices on these will go up this month. Nevertheless many New York dealers are holding off buying for fear that the price situation will collapse.

But the cynicism of New York, Chicago, and other metropolitan dealers may prove unfounded this year. It looks as though they are under-estimating the manufacturers who are determined to hold the price line.



## Blessing or Curse?

Fred Maytag II derides "artificial obsolescence" before Electrical Women's Roundtable, doubts that women buy laundry equipment for style

Is the concept of artificial obsolescence a blessing or a curse?

Fred Maytag II discussed this question before the Electrical Women's Roundtable in Chicago recently.

"I think many people are beginning to wonder whether the concept of artificial obsolescence in the home appliance industry has proved to be a blessing or a curse," Maytag said. "There is a real question whether or not the American housewife is actually eager to replace her appliances every year or so just to keep her kitchen or laundry in the very latest style.

"The approach which I term 'artificial or psychological obsolescence,' Maytag continued, 'is typified by the manufacturer who introduces new models annually, come what may. Sometimes these models represent significant improvements; but most frequently they embody only a superficial face lifting. In any event, the underlying idea is that the dated annual models will create dissatisfaction with older models. And this is supposed to stimulate the housewife to replace appliances which are still perfectly useful, but which have 'gone out of style.'"

"The other approach to this problem—which I should like to define as 'true obsolescence'—is really quite different. It is

strongly rooted in the philosophy that model changes should represent significant improvements in the product. Improvements which provide the dealer with distinct and demonstrable advantages to the customer. This concept does not tie the introduction of new models to the calendar. Rather, it insures that new models will be introduced to the public whenever a new and better way has been developed for the particular appliance to perform its job for the housewife."

While stating that he believes artificial obsolescence has aggravated merchandising problems, Maytag did not present any solutions toward reversing the trend, except to say that his own company has a policy of introducing new models when there are new developments and not just for the sake of having a new model.

In answer to questions before the meeting, Maytag pointed out that his company is trying to reduce the amount of "was-is" advertising paid for by cooperative ad dollars.

Maytag also acknowledged that manufacturer and distributor inventories are still high, but added that he believes they can be worked off without serious price shake-ups throughout the industry.

### Up-to-Date Display



A U. S. EARTH SATELLITE—a scale-model, that is—revolved in a 12-foot orbit in the window of Barker Bros. in Los Angeles recently. The satellite, together with a solar energy display, was part of a Hoffman Electronics hi-fi display, which included a couple of solar radio sets.

# EASY LAUNDRY APPLIANCES

manufacturers of the all new Easy Combomatic Washer/Dryer, say (through Earle Ludgin & Company, Chicago, advertising agency)

**"PARENTS"  
MAGAZINE...**  
**...tops on our list!"**



Reaches 1,775,000 biggest-buying families with 3,800,000 children—biggest concentrated market for home products!

EARLE LUDGIN  
& COMPANY  
121 WEST WACKER DRIVE  
CHICAGO, ILL.  
*Advertising*

August 2, 1957

Mr. Edward Fryk  
Parents' Magazine  
6 North Michigan Avenue  
Chicago

**"PARENTS' tops on our list, in terms of absolute numbers and lowest cost per inquiry... surprised that 2-color spread we ran with you on Combomatic outpulled the other advertising, including a 4-color multiple page unit in a leading 'mass' book"**

you may want to claim.

Sincerely,

EARLE LUDGIN & COMPANY

*M. H. Shitzer*  
Martin H. Shitzer

MHS:rp

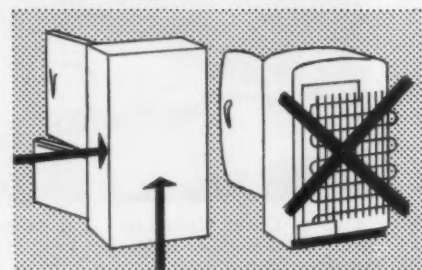
*Built-in look boosts  
refrigerator sales and...*

# ONLY ADMIRAL



Hit the market target with Admiral Slimline Dual-Temp models. Foods don't dry out—stay fresh longer—thanks to the higher humidity. Terrific selling point. AND ONLY ADMIRAL HAS IT.

Flat on the back—fits flush with walls and cabinets. Standard cabinet depth, does not jut out into the kitchen. Gives your sales pitch real sockeroo. Lets you sell Built-In Look without remodeling expense.





# GOES ALL OUT!

*with the world's first  
and only complete line of  
refrigerators with built-in look!*

- Every 1958 Admiral Refrigerator, 7 eye-catching models, has the Built-In Look—not just the top of the line.
- Only Admiral for '58 has models in EVERY size that fit flush to the wall—not just the top of the line.
- Every 1958 Admiral Refrigerator has true square styling—not semi-square styling as with some other brands.
- Every 1958 Admiral Refrigerator has top quality throughout and is priced realistically. Brand "A" reduced features and raised prices.
- Admiral has a 10 cu. ft. model with the true Built-In Look. Brand "B" lacks a 10 cu. ft. model, the industry's most popular size.
- Admiral offers two upside down models. Brand "C" doesn't have any in their entire line.
- Admiral alone provides a complete line with a model for every prospect, while others fall short of the mark. So every refrigerator prospect is an Admiral prospect.

INVEST IN A PHONE CALL  
TO YOUR ADMIRAL  
DISTRIBUTOR. GET THE  
GILT-EDGED DETAILS NOW!

*Chances for lining your pockets with silver are better with*

# **Admiral**®

## Trips & Ad Budgets

The industry steps up its promotions by adding advertising dollars and planning bigger and better trips as incentives for prize-winning dealers

Demonstrating their faith that 1958 will be a big year for the electrical appliance industry, both manufacturers and associations are planning some big promotions throughout the year. Larger expenditures and new ideas will combine to make the year an interesting one from the standpoint of promotion.

In line with the trend for bigger and better dealer-incentive trips, Amana expects to take over 1000 dealers to Paris.

The consumer advertising program for Choremaster rotary power mowers and garden tillers will emphasize local dealers in nearly 100 key cities. Dealers who carry a sufficient stock of the product will be listed in the ads.

Columbia Records plans a million-dollar campaign to merchandise its phonograph line. Key to the campaign will be a special offer to purchasers of all sets priced over \$119.95 of a \$40-value premium album package for \$9.95.

A 28-page four-color booklet entitled "Kitchen Imagination" will be offered to consumers through ads in *Better Homes and Gardens*, *Living for Young Homemakers*, *Sunset*, *American Home*, and like publications for 25 cents for handling by Hot-point. The names of consumers purchasing this book will be forwarded to distributors.

Lewyt Corp. has mailed a 12-page tabloid-sized book to distributors containing ads up to 500 lines with available mats for newspaper placement. The company's district managers are scheduling meetings with distributors to urge the use of the ads.

Motorola plans to fly 2000 dealers to Las Vegas again this year for a five-day reward for sales efforts in the company's First Quarter Television Sales Promotion. Last such trip was in 1955.

Norge announces a trading stamp plan for home appliance dealers and retail salesmen. The plan calls for distributors to issue trading stamps on 1958 refrigerator purchases by dealers.

Ninety stamp books containing 40 stamps each win a 14-day tour of Europe. Many lesser prizes are offered.

Olympic Radio & Television will increase its advertising expenditure 15 percent over 1957. Twenty-three insertions are planned in trade publications, including *ELECTRICAL MERCHANDISING*, in addition to a consumer campaign.

RCA Whirlpool's 1958 consumer advertising and promotion program is presently budgeted at almost \$21 million. Funds are allocated as follows: 30 percent for local newspaper, radio, and TV advertising; 35 percent for special promotions; 17 percent for national magazines, and 18 percent for network television.

The Regina twin-brush polisher and scrubber and Elektribroom will be heralded by 31 large-space color ads in 17 leading magazines. Since January 15, ads in the spring issues of the bride magazines have been priming sales.

Western Tool & Stamping Co. announces a stepped-up triple advertising campaign for its

1958 line of Homko lawn equipment.

Edison Electric Institute has made promotion kits available for their forthcoming \$100,000 Housepower consumer contest. Samples of promotion materials and suggestions for local tie-in have been mailed to electric utility companies. The contest, which began February 1, continues through April.

"More Housepower to You," a new comic book approach to the adequate wiring problem has been made available to all branches of the electrical industry by the Wire and Cable

section of the National Electrical Mfrs. Assn.

Look magazine has scheduled an industry-wide spring appliance promotion to begin April 29 and run through June. Built around the keynote "Give Better Electrically," electrical appliances of all sorts will be featured as gift ideas. Merchandising point-of-sale kits will be available to retail appliance dealers at a cost of \$1.50 and can be obtained by writing to Alan Waxenberg, Appliance Market Development Manager, Look Magazine, 488 Madison Avenue, New York 22, N. Y.

## Electric Servants Fair

Florida Power & Light and the *Saturday Evening Post* get together at Miami Home Builders Show to sell appliances; dealers tie-in for profits

In December, with the annual eight-day Miami Home Builders Show as a backdrop, the Florida Power & Light Co. joined with the *Saturday Evening Post's* appliance merchandising staff, seven local distributors and the Home Builders Association of South Florida to stage a smashingly successful Electric Servants Fair.

The event played to 230,600 people; created thousands of dollars worth of immediate retail sales for the 50 dealers who

participated actively, and was preceded and followed by dealer tie-backs which clicked for "very substantial" pre- and post-show sales throughout the Miami area.

As planned by an FP&L group headed by M. B. McDonald, vice president in charge of advertising, sales promotion manager Henry Keele and Miami area sales manager R. S. Bostwick, working with *Post* officials, the Electric Servants Fair was keyed to merchandising from the word go—this, for the first time in the utility's long association with home show promotion. FP&L (614,000 customers) has traditionally been a non-merchandising utility.

The promotion was split into three related phases—a pre-show month of retail activity designed to build store traffic through exploiting the coming home show; the Electric Servants Fair itself; and an immediate post-show period during which prospects contacted at the show would be funneled back into the stores of cooperating dealers.

The utility leased 40,000 square feet of Dinner Key Auditorium from the Home Builders Association of South Florida, organization behind the annual home show, then set about creating or selecting eight major attractions and welding them together to form the Electric Servants Fair, fashioning dealer tie-backs wherever possible.

They came up with an "Ap-

## Galloping Ahead



GENERAL ELECTRIC's Housewares and Radio Receiver division considers "Cheyenne" to be one of the best TV properties it has ever had. Talking things over are the star of the show, Clint Walker, right, and Willard H. Sahloff, vice president and general manager of the division, left. The show has been consistently placed among the top ten in Neilson ratings.





SELLING DISPLAYS set up by distributors, staffed by dealers, made Miami Home Builders Show unique, profitable for participants. Cooperating were Florida Power & Light and *Saturday Evening Post*.

pliance Promenade," or key merchandising display area; a central, non-selling display of eight model "Kitchens of Tomorrow" mounted by distributors on two rotating carousels; an "Electric Living Fashion Show," in which appliances and fashions were neatly tied together; a "Demonstration Midway," where distributor home economists held continuous demos; the "*Post* Art Gallery," a 215-linear-foot exhibit of the original work of that magazine's top cover artists; the AEC's Atoms for Peace exhibit; a "Give Better Electrically" display of traffic appliances; and an outdoor lighting display.

Most important of the eight components was the Appliance Promenade. Here, along a broad aisle, the seven distributors who helped underwrite the fair erected selling displays in 1,000-square-foot areas sub-leased from FP&L.

From the promenade, traffic was routed into a big exhibition area centered by the two multi-kitchen carousels, and also housing Demonstration Midway, the *Post* art exhibit, the outdoor lighting display and the huge Give Better Electrically booth. "Live Better Electrically" banners hung high overhead.

Three times a day throughout the show, the Electric Living Fashion Show was staged on the auditorium's mezzanine.

The month of promotion preceding the home show found nearly all of Dade County's 400 major appliance outlets decorated with an Electric Servants Fair theme (thanks to free kits supplied by FP&L, as well as the help of the utility's seven dealer reps).

Tickets to the fashion show and Atoms for Peace, printed

by FP&L, went to dealers, who passed them along to prospects and customers. The distributors bought 30,000 reprints of Norman Rockwell *Post* covers and gave them to the dealers for use as giveaways. The magazine's Art Gallery exhibit arrived in time to be broken into sections and displayed on several dealers' floors. FP&L's 12 home service girls were made available to all retailers who wanted them. To boot, the utility established a home show ad schedule with Miami's two dailies and eight radio stations. During the pre-show week, three half-hour TV interviews were secured, as well as wide newscast mention.

In-store promotions were left to individual dealers. Some tied in strongly, others mildly, others not at all.

The end of the Electric Servants Fair didn't mean the end of store traffic created by it. Since space limitations at the fair made off-the-floor selling impossible, even most of those who placed orders there found it necessary to pay at least one visit to the dealer from whom they'd bought. Here, of course, were the chances to sell-up. Hundreds of prospects who had shopped the fair turned up in stores throughout the Miami area for weeks thereafter. As a hook to turn post-show traffic back to dealers, coupons redeemable at stores for sets of the Rockwell reprints were distributed at the show.

Cost of the Electric Servants Fair was "negligible" to Florida Power & Light Co.; from \$3,000 to \$4,000 for each of the dealers who took part.

Results, on the other hand, were considered satisfactory with each of the 230,600 visitors at least exposed to appliances.

sad adventures of "OFFIE BRAND" the serviceman

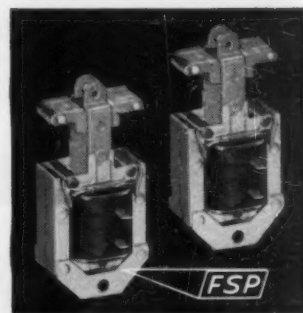


avoid costly service callbacks...

**ALWAYS USE F.S.P.**

Factory Specification Parts always deliver the quality service you sell!

Precision made to exacting specifications for RCA WHIRLPOOL appliances, "FSP" parts fit right and work right so you can do a better job of servicing in one call. They'll help eliminate profit-eating, customer-irritating callbacks and protect your quality service reputation. Don't take chances on off brands, see your RCA WHIRLPOOL distributor or authorized parts jobber for genuine Factory Specification Parts designed for RCA WHIRLPOOL appliances.



**THEY LOOK ALIKE... BUT ARE SO DIFFERENT!**

The "FSP" solenoid has more wire turns to carry heavy loads, is impregnated with wax to seal out moisture. It will last up to 4 times as long as most off brand solenoids.

**FSP**

Factory Specification Parts for  
**RCA Whirlpool APPLIANCES**

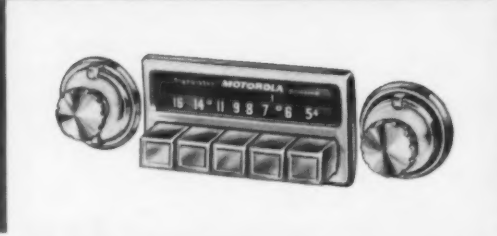
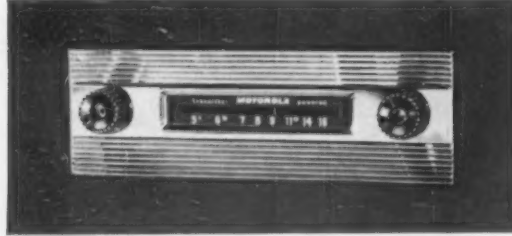
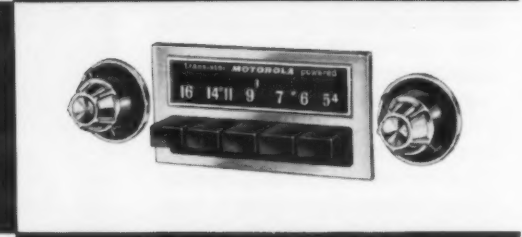
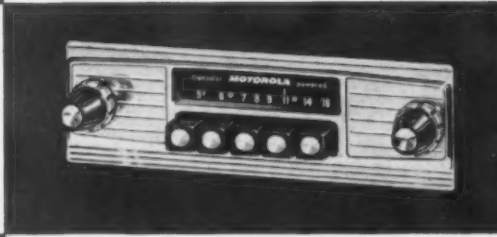
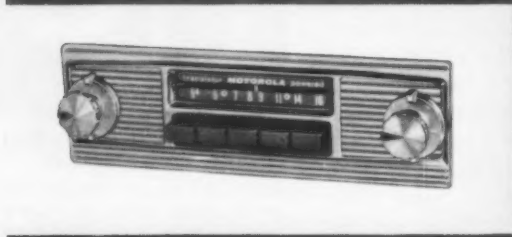
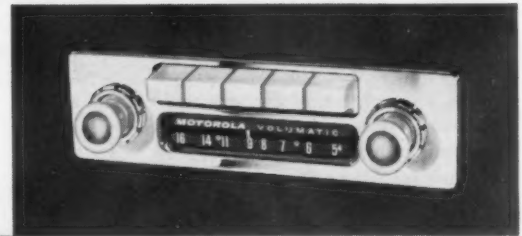
meet the toughest specifications in the industry

Service Division, WHIRLPOOL CORPORATION St. Joseph, Michigan

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

# Only Motorola custom-fit on the road!

**GREAT NEWS!** Now you can sell one line of radios... Motorola... to custom-fit most any car on the road!  
New cars, used cars, sports cars, foreign cars, trucks, even boats... you can fit them all with Motorola Car Radios



**More to enjoy—More to sell**





# Car Radios most cars

**More models, more flexibility, more sizes than ever make this  
the most complete transistor-powered car radio line in 30 years!**

Here's the greatest flexibility ever built into a car radio line—and it makes Motorola installations faster and easier to handle than ever before.

There are other exciting Motorola advances, too. Transistor-powered packs are smaller. Special trim plates are styled for most every dash. You find a new reverse polarity set that operates on any 12-volt negative or positive

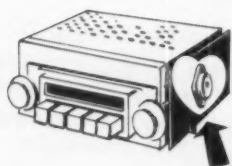
system. There's even a model with movable tuning shafts that fits the dash holes of any car.

And that's not all! Right down the line Motorola car radios are custom-designed to match original equipment of most cars. They're built with famous Motorola quality you won't find in any other car radio. (Example: Motorola's trouble-free Golden Heart trans-

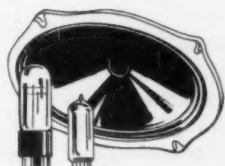
istor-powered chassis.) Yet, model for model, they cost you \$5.00 to \$25.00 *less* than original equipment.

**Just think! You can make an extra profit on every car installation you sell by handling the Motorola line. Why not get all the facts? See your Motorola distributor right away.**

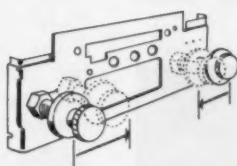
**These exclusive Motorola features give you more to sell!**



**Golden Heart That Never Wears Out** powers all Motorola transistor sets. One miracle transistor replaces 20 parts which cause more than 75% of set failure. Cuts battery drain 50%. Model GV700.



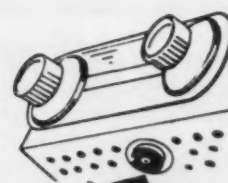
**New Push-Pull Audio Output** Stage amplifies signal and supplies more power to speaker with less distortion. Results in richer, clearer hi-fi like sound. Actually supplies twice as much power as single-end type.



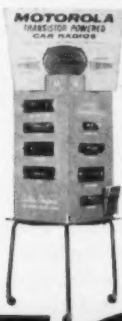
**Adjustable Shaft Centers** of this compact transistor-powered set move inward and outward on a horizontal plane to fit dash holes. Eliminates extra sets and parts. Now, one model fits many cars. Model 8AX.



**Exclusive Volumatic®** holds station signals strong and clear over bridges, under viaducts or among tall buildings wherever there is a signal present. Keeps station volume constant. No fiddling with fine tuning.



**New Reverse Polarity Radios** for either 12-volt positive or negative ground systems. Makes installation simple and foolproof. No soldering or tools. Just reverse the plug to reverse the ground.



**New compact Motorola Car radio display board—  
The lowest priced salesman a dealer ever had!  
Get it now from your Motorola distributor!**

# MOTOROLA

*World's Largest Exclusive Electronics Manufacturer*



INSIDE THE MART crowds and more crowds inspected every open space on the 11th floor during the ten-day home furnishings show. There were groups like this one in front of Whirlpool's display kitchens all the time.

## A Consumer Hit

Over 183,000 people throng the Merchandise Mart at 90 cents a head to see a little of what the trade saw at the Markets the week before

Mr. and Mrs. Chicagoland Consumer got a peek at what the Markets are like following this year's January Show. Beginning January 18, and for ten days thereafter, a steady stream of more than 183,000 visitors paraded through the exhibit areas on the Merchandise Mart's 11th, 16th, 17th, and 18th floors and through a special Gold Medallion Home that had been erected in front of the Mart.

The program, jointly sponsored by the Merchandise Mart and Commonwealth Edison of Chicago, was not free. Visitors paid a 90-cent admission fee designed to weed out those who were not really interested. They received, in return, a peek at the latest models of everything, at a few of the appliances of tomorrow, and a chance to win the Gold Medallion Home or a variety of other give-aways of merchandise by Mart tenants. About 140 tenants participated. The Mart and Commonwealth Edison invested \$100,000 in the show.

The event was a success. By the end of the show, the Chicago Retail Furniture Assn. had reversed its stand against it, and at least one Chicago furniture store—John M. Smyth—was advertising. "If you've seen it at the Mart, come buy it here."

Although the Mart stresses that this was a non-profit enterprise, there was a profit which will be turned over to an industry group to promote the sale of home furnishings generally. The Mart is "confident and hopeful" that there will be more such shows with increasing tenant participation.



OUTSIDE THE MART crowds lined up in blustery, wet weather to see the Gold Medallion Home on the Mart Plaza. The home was given away to a lucky visitor, was one of many give-aways connected with the show.

### N. J. Public Service Ends Appliance Sales

Public Service Electric & Gas Co., big New Jersey utility, is in the process of going out of the appliance business. Planning to go about this slowly so as to dis-

turb their personnel as little as possible, the big utility may take as long as a year to eliminate its appliance operations. The utility has 26 stores in New Jersey.

The utility has been selling its appliances at list and hasn't taken trade-ins. Last year, the company did \$3 million worth of appliance merchandising. But, points out general manager of sales Spencer Moore, this was a very small fraction of a total business of \$300 million.

According to Moore, the utility feels that it would be wiser to spend time, money, and effort on promoting the use of gas and electricity and gas and electrical appliances. The utility feels, he said, that, after public acceptance of an appliance has caught on, the need to push it by a utility is no longer present.

Public Service is making available the space being vacated by its own appliance merchandising units for dealers in the area to utilize as display areas. The utility also plans to promote appliances that don't get a big play in national advertising.

### Building Forecast: \$600-Billion Boom

*Architectural Forum* magazine has taken a peek into the future and come up with a predicted \$600-billion building boom in the next decade. This, the magazine points out, is a 50 percent climb over the record decade just past.

The prediction is based on two studies just completed by the magazine's economic consultant, Miles Colean. One of the surveys covers the probable level of construction activity for the current year; the other is the *Forum* estimate of building volume for the decade ahead.

Included in the building boom breakdown are: \$200 billion to be spent on residential building alone; \$85 billion on industrial and commercial construction; \$16 billion on religious and private institutional buildings; and \$75 billion on utilities. Some \$45 billion will be spent on educational facilities; highways will get some \$75 billion; and sewers and water systems will cost nearly \$20 billion.

In the immediate future, *Forum* sees new construction in 1958 climbing nearly 4 percent above last year's total of \$47.3 billion to a new record of \$49 billion (all data in constant 1957 dollars).

## Scheduled Meetings

### Edison Electric Institute

24th Annual Sales Conference  
Chicago, Ill.  
March 24-27

### Chicago Electrical Industry Show

Hotel Sherman  
Chicago, Ill.  
March 30-April 1

### Gas Appliance Mfrs. Assn.

Annual Meeting  
The Greenbrier  
White Sulphur Springs, W. Va.  
April 1-3

### American Home Laundry Mfrs. Assn.

42nd Annual Meeting  
Boca Raton Hotel & Club  
Boca Raton, Fla.  
April 20-22

### Air-Conditioning & Refrigeration Institute

Annual Meeting  
The Homestead  
Hot Springs, Va.  
May 4-7

### 1958 U. S. World Trade Fair

New York Coliseum  
May 7-17

### Electronic Parts Distributors Show

Conrad Hilton Hotel  
Chicago, Ill.  
May 19-21

### Edison Electric Institute

Annual Convention  
Boston, Mass.  
June 9-12

### National Assn. of Electrical Distributors

50th Annual Convention  
Civic Auditorium  
San Francisco, Calif.  
June 9-13

### Summer Markets

Merchandise & Furniture Marts  
Chicago, Ill.  
June 16-27

### National Housewares & Home Appliances Mfrs. Exhibits

Auditorium  
Atlantic City, N. J.  
July 7-11

### Music Merchants Show

Palmer House  
Chicago  
July 21-24



## ONE MAN Safely Delivers 800 LB. LOAD



WHEELS SWING FORWARD  
FOR LOADING  
... BACKWARD TO BALANCE LOAD

Slides Upstairs  
Downstairs



In and Out  
of Trucks



**YOU INCREASE NET PROFITS** by cutting delivery costs with Easload Appliance Trucks. One man easily and safely does the work of two with Easload, the only truck that takes the weight off the man and balances it on retractable wheels.

The welded steel frame has protective rubber pads on the load side and tubular slide runners on the back. Heavy web belt and positive ratchet-type cincher secure appliance on truck. Load balances on large ball-bearing wheels, cushioned on 10 x 2.75 tires. Two small rubber wheels in toe plate aid loading.

**ON MONEY-BACK GUARANTEE** of satisfaction order Easload today (FOB L.A.) only \$57.50.

**Colson Equipment & Supply Co.**  
1317 Willow Street, Los Angeles 13, Calif.

## IF...

### YOU CHANGE YOUR ADDRESS

Be sure to notify us at once, so future copies of **ELECTRICAL MERCHANDISING** will be delivered promptly.

Also make certain you have advised your local Post Master of your new address so other important mail doesn't go astray.

Both the Post Office and we will thank you for your thoughtfulness. Mail the information below to: Subscription Dept., **ELECTRICAL MERCHANDISING**, 330 W. 42nd St., New York 36, N. Y.

NEW

Name .....  
Address .....  
City ..... Zone ..... State .....  
Company ..... Title .....

OLD

Name .....  
Address .....  
City ..... Zone ..... State .....

**ELECTRICAL MERCHANDISING**

330 W. 42nd St. N. Y. 36, N. Y.

## University Offers Small Homes Research

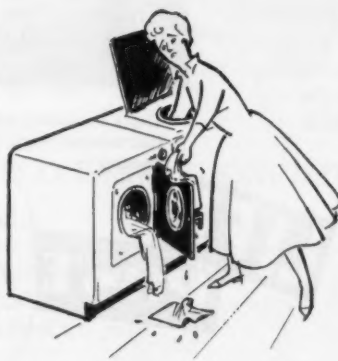
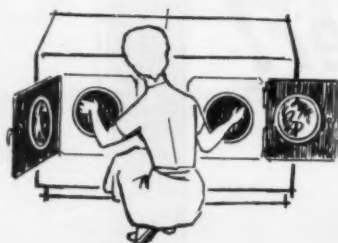
The Small Homes Council of the University of Illinois offers a series of circulars containing information on various phases of home planning and construction. More than five million copies of these circulars have been distributed to date.

Of special interest to the appliance industry are the ones dealing with cabinet space (C5.31), kitchen planning standards (C5.32), separate ovens (C5.33), and laundry areas (C5.4).

These publications are non-technical in nature, spelling out recommendations simply and using descriptive illustrations.

The circulars are, for the most part, based on information gathered at the University of Illinois through research and are prepared in cooperation with members of the various departments of the University. On occasion, the Council has worked with authors outside of the university.

The circulars are issued periodically to about 40,000 prospective home owners and members of industry. The Council serves as an agency for research and education in housing, for all who are "interested in bettering house design and construction techniques," according to a Council release. Its circulars are available for 15 cents each by writing to Small Homes Council, Mumford House, University of Illinois, Urbana, Ill.



THE DO'S AND DON'TS of placing laundry equipment. From a Small Homes Council circular.



**Sell a  
FLEX-VENT® kit  
with every  
home dryer**

**and cut your in-warranty service time!**

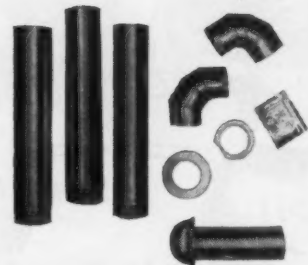
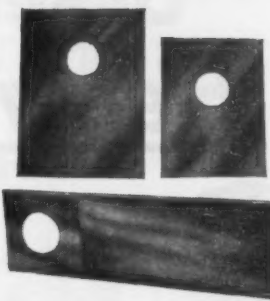
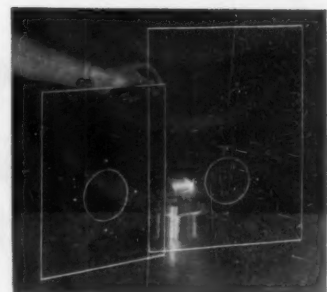
Experience has proved that when Flex-Vent kits are sold in combination with dryers, in-warranty service calls decrease. The explanation is simple: Flex-Vent substantially increases dryer efficiency by eliminating problems caused by lint, heat and moisture.

Take advantage of the time that Flex-Vent can save you. There's a venting kit for every dryer, every installation... and each one is a cinch to install.

In addition to the gleaming-white flexible ducting shown above—the popular flameproof fibre glass type—the Flex-Vent line includes: weatherproof all-aluminum ducting, all-aluminum vent hoods, transparent plastic window plates, aluminum window plates, and adjustable window plates for apartments and other temporary installations. Every kit includes all parts needed for installation plus instructions.



For complete information, send for this Flex-Vent catalog. Write Dept. 83.



Flex-Vent kits are approved by all leading dryer makers and are completely manufactured by

**Flexible Tubing**  
Corporation

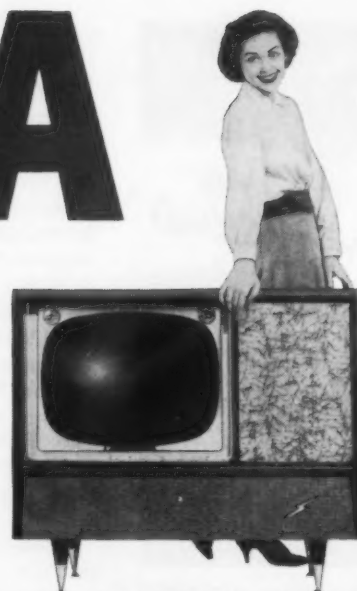
Guilford, Connecticut  
Anaheim, California • Hillside, Illinois

# SYLVANIA

*presents...*

**two sets**

**in one!**



**IT'S A BEAUTIFUL CONSOLE—**  
a fine furniture piece  
with advanced slimline styling

**THE  
WORLD'S  
FIRST**

# Conve

**Promotion-of-the-month  
for March**

**OFFER THIS \$2495**

**Electric Can Opener!**



**with the purchase of any  
21" SYLVANIA TV  
during the month of March**

It's new! It's revolutionary . . . It's the hottest item in housewares today, and it's yours to create more SYLVANIA TV sales and profits. Combine this exciting new kitchen item with the hottest TV line in the industry and you've got a combination that will work sales wonders for you.

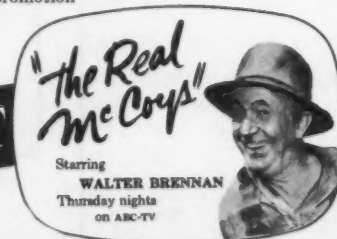


Call your SYLVANIA DISTRIBUTOR for complete information, and get this window emblem for your store. Identify your showroom as SYLVANIA Value of the Month headquarters.



Enjoy the profits and benefits of this national promotion featured in

**LIFE  
POST**

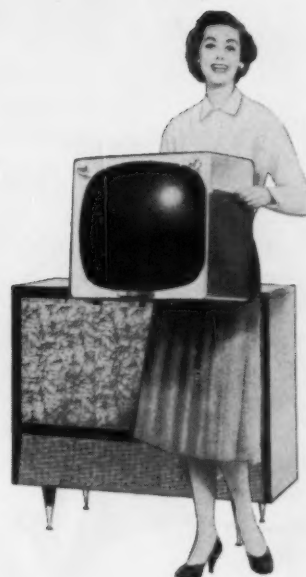


**THE GOING'S GREAT IN**





Just slip the  
portable from  
its console



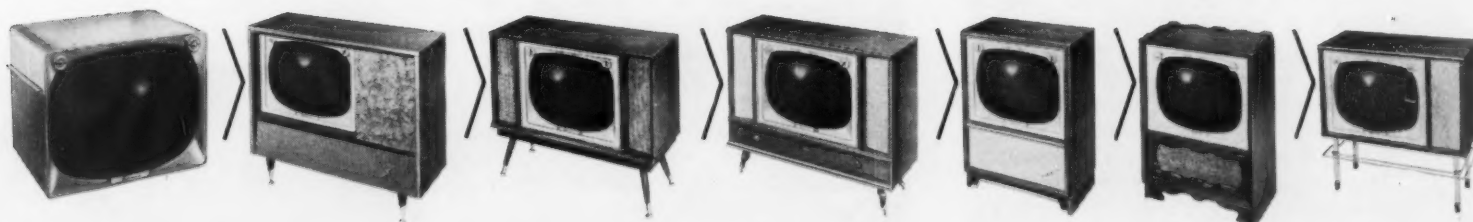
**IT'S A  
POWERFUL  
PORTABLE**  
—rugged,  
smartly styled  
... ready to go  
anywhere

# *rtible* TV

**HERE'S THE GREATEST NEW MERCHANDISING IDEA SINCE TV BEGAN  
... A COMBINATION OF MAXIMUM FLEXIBILITY AND MINIMUM RISK!**

**You asked for it  
—SYLVANIA built it**

**A complete line built around One Set!**



## **YOU WANTED MAXIMUM FLEXIBILITY**

Six beautiful TV ensembles give you the widest selection in the TV business. Convertible TV gives you styling flexibility to meet any consumer demand in TV styling—any time of the year.

## **YOU WANTED MINIMUM RISK**

CONVERTIBLE TV takes the guesswork out of TV ordering—eliminates the problem of high-ticket, slow-moving inventory. You can change from consoles to lowboys to table models at virtually no cost.

**'58...WITH SYLVANIA TV**



## THE HOUSEWARES SHOW: CROWDS, PRODUCTS, AND PRICES EXPLAIN WHY THEY'RE OPTIMISTIC

Throngs of buyers crowd 28th National Housewares Exhibit in Chicago, like what they see, and place a surprising volume of orders

A variety of new products, reduced prices, and special deals for limited periods greeted the more than 25,000 attendants at the 28th National Housewares Exhibit in January. A record 730 manufacturers from 37 states crowded the aisles at Navy Pier for the National Housewares Mfrs. Assn. show. Approximately 11,000 buyers attended.

To almost everyone's surprise, a good amount of business was written and a lot of interest shown in the variety of new products that sparked the show. The event brought optimism for the year ahead because orders speak louder than promises. A number of manufacturers attracted orders by offering special deals for a limited time only. Others announced prices that raised some eyebrows.

Landers, Frary & Clark, for instance, offered a \$14.95 coffeemaker. Dominion

featured both new table stoves and reduced prices. Hamilton Beach pushed its skillet with a three-piece utensil premium and offered reduced prices on its cleaner line.

As for new products, Cory had a casserole skillet; Burgess introduced a hand-operated electric can opener; Waring had a new drink mixer called the Party Portable; General Electric bowed in its rotisserie oven; Sunbeam debuted a floor polisher and a frying pan with a detachable thermostatic control; R & M Hunter had space heaters for the first time; Rival came up with an under-cabinet non-electric can opener; Markel had a Hi-Lo Rollabout fan; Salton showed a built-in hot tray; Toastmaster displayed a three-slice toaster; and almost everyone had a new fan line (lower prices and 20-inch window models most popular).



MARKEL'S "HI-LO" FAN is explained to Jack Donahue, left, of Jordan Marsh, Boston, by R. C. Piper, right.





THE PRESS TAKES AN INTEREST in Waring's new drink mixer. American Weekly's Edith McDonald, right, reads literature given her by Bill Dugan.



NEW GENERAL ELECTRIC rotisserie oven attracts the attention of Arthur Meyer of W. F. Meyer & Sons, right, who is getting the details from G-E's C. E. Spencer.



THE CORY "SAFARI" hunted orders. Signing is Will Wisler, right. Looking on are buyers Hugh Rosin, Dan Hoffer, and H. Silvermann, all of Majors, Inkster, Mich.



WINDOW FANS are shown to George Hare, left, of Dauphin Electric, Harrisburg, Pa. by Emerson Electric's Howard Sample.



A WOMAN'S INTEREST in kitchen worksavers is shown by Rowena Naus of Gus Holstine Dry Goods Co., Lima, Ohio, right, who watches

as Canoelectric's John Pledger demonstrates automatic electric can opener. Manufacturer of unit is Klassen Mfg. Co.



"DORMEY" MIXER is the topic of conversation at the Dormeyer booth as Montreal's Roger Tardie, left, and Paul Crevier, center, listen

to Dormeyer's Jim McLaughlin give the pitch. Color figured prominently in Dormeyer's new housewares.



A NEW TABLE STOVE is Dominion's offering. Nelson Lackritz, left, is demonstrating for Fred Trick of N. Manchester, Ind.

MORE ▶

## HOUSEWARES BUYERS SOUND AN OPTIMISTIC NOTE (CONTINUED)



UNIVERSAL'S Cy Perkins, center, talks up his company's \$14.95 coffeemaker to Redbook's Rose Marie Burke and manufacturers' consultant Helen Kendall.



AT HAMILTON-BEACH display, Walt Schneider answers questions from retailer David Brillhart of Scottsdale, Pa. Hamilton-Beach displayed a new vacuum cleaner.



THREE-SLICE TOASTER draws attention at Toastermaster space. C. H. Harper of Los Angeles, left, listens as W. P. Moore demonstrates.



TIME OUT TO TALK is shared by R. E. Dobson and Ted Koll at the S. C. Johnson space in Chicago's mammoth Navy Pier.



CONFERRING WITH A BUYER is Arvin's Weldon Payne. They are talking in office space behind the Arvin exhibit.

PRESTO's regional sales manager M. H. Melton catches up with correspondence and necessary paper work while on duty at his company's display at the show.



TALK AT WESTINGHOUSE space was about new vacuum cleaners. Talking are, left to right, Westinghouse's V. A. Sayre and Henry Kaplan and Milton Shapin of Spiegel's.



NEW ELECTRIC CAN OPENER is pondered by R. L. Currie of Currie Hardware, Mason City, Iowa as Kenneth Franzen of Burgess Vibrocrafters explains features.






Leading  
Set  
Makers  
Specify  
Tung-Sol

High  
in  
performance

BLUE CHIP  
QUALITY



**TUNG-SOL®**  
MAGIC MIRROR ALUMINIZED  
PICTURE TUBES

 ELECTRON TUBE DIVISION  
TUNG-SOL ELECTRIC INC., NEWARK 4, N.J.

## It Looks Rosy for Mowers

Lawn Mower Institute president D. M. Lilly sees a "breather" for mowers, but cites some impressive figures to prove it's nothing to worry about

Pessimism in the power mower industry was held unwarranted recently by D. M. Lilly, president of the Lawn Mower Institute and of Toro Manufacturing Corp., Minneapolis, Minn. Lilly cited a 25-percent average annual growth rate for the industry over the past ten years. This is three times faster than the base rate used by the *Survey of Current Business* to define a rapidly-growing product, Lilly said.

"Last year, for the second consecutive year," Lilly continued, "record sales of more than 3 million units were registered. Replacement sales already account for more than 50 percent of the \$200-million industry-wide business volume and the importance of replacement sales continues to mount."

Lilly said that a close relation-



D. M. LILLY, president of the Lawn Mower Institute and Toro Manufacturing Corp. tells why there is a big future in power mowers.

ship has been found to exist between private housing starts and power mower unit sales. A million housing starts have been predicted for 1958, which Lilly saw as a good sign. He said that an extra business "plus" is developing in the institutional power mower field, with more schools, highways, and hospitals necessitating more lawn care.

**Thin Saturation.** Lilly also pointed out that the market is far from saturated. With 13 million units currently in use, only half the market has been sold. Population growth is also expanding the market with a substantial boost in household formations expected to begin in the early 1960's.

Lilly acknowledged, however, that the industry is headed into

a period of sharper price competition, narrower profit margins, and a reduction in the number of fringe manufacturers. He calls the present situation "a breather for some stock-taking."

He added that, in order to anticipate the needs of a changing market, more importance must be accorded to engineering research and new development. He pointed to his own company's, Toro's, accomplishments in this field.

He concluded by saying that market studies of replacement demand and new consumption indicate that the industry will reach by 1965 a total annual sales volume of 6 million units with retail sales valued at \$500 million.

### 586 Brand Name "Finalists" Chosen

The nation-wide "Brand Name Retailer-of-the-Year" competition among dealers for outstanding promotion of branded wares during 1957 swung into its final phase with the release of a list of 586 "finalists" selected from among thousands of entries in 25 categories. Included are 41 appliance dealers.

Each finalist has been invited to submit a detailed and illustrated presentation that best represents his 1957 advertising, sales training, and other brand promotional activities. These presentations will be reviewed in New York March 5-7. Awards will be presented April 16 at a dinner at the Waldorf-Astoria Hotel. Up to five major awards will be made in 24 of the 25 classifications and up to 15 in the Gasoline Service Station category.

The "Brand Names Retailer-of-the-Year" winner is awarded a plaque and certificates of distinction go to the runners-up. Competing this year are four previous certificate winners: Apex, Inc., Pawtucket, R. I.; Gerhard's, Inc., Glenside, Pa.; Lederer, Inc., Bridgeport, Conn.; and Stucky Bros., Ft. Wayne, Ind.

The list does not necessarily include winners, only finalists.


Leading  
independent  
service  
dealers  
choose  
Tung-Sol

LOW  
in  
callbacks



BLUE CHIP  
QUALITY

**TUNG-SOL®**  
RECEIVING TUBES

 ELECTRON TUBE DIVISION  
TUNG-SOL ELECTRIC INC., NEWARK 4, N.J.

## How Research Shapes Our Future Prosperity

**If you are looking for an industry that is going to keep on booming in 1958 and every year for the next decade, here it is. It is the industry of technological innovation through research and development.**

Last year this great new industry spent over \$7 billion to discover and develop new industrial products, processes and equipment. This year the preliminary McGraw-Hill survey indicates that total expenditures for industrial research and development will be even greater, perhaps as much as \$8 billion. Of the companies surveyed, 57% plan to spend as much as in 1957 and 38% plan to spend more.

**The sustained expansion in research and development is the best guarantee we have that the current decline in business investment in new plants and equipment will be relatively short-lived.** There can be no prolonged decline in investment in an economy where technology is changing rapidly.

This editorial is designed to show how the continued surge in research and development can be expected to lead first to new products, and eventually to renewed expansion of investment in new industrial plants and equipment. Such expansion is the essence of national economic growth.

### A Slow Start

The impact of research on sales and investment is still very gradual. Research spending itself has more than doubled in the last four years. But only 32% of all manufacturing firms report significant capital outlays to make new products. We are not reaping the full dividends of industrial research as yet for several reasons:

- Research expenditures were relatively small until the Korean War of 1950 brought substantial government contracts in aviation, electronic and related fields. Heavy research outlays for civilian and industrial products came even later.
- There is an average *lag*, according to research directors consulted by the McGraw-Hill Department of Economics, of roughly seven years from the start of research until the product is ready for large scale output — about five years of research and at least two years to solve production problems and develop markets.
- Complex products, such as new consumer durables and industrial machinery, have an even longer time lag.

However, new developments are certainly underway. Research began to increase in all lines of business when Korean War restrictions and



the excess profits tax came to an end in 1953. The tax revision of 1954 added a new incentive by making research outlays deductible as a current business expense. By 1955, the research boom was on.

### When Is The Payoff?

With a lag of about seven years, it will be the early 1960s before these new developments become a dominant factor in capital investment. But once the flow of new products and new processes starts, it will accelerate sharply — just as research spending has accelerated in the past few years.

By 1960, over \$50 billion in sales will be coming from products not on the market as recently as 1956. Sales of new products will increase year by year, but they will gain most in 1960-1962, or five years after the recent spurt in research expenditures.

Capital expenditures to manufacture new products will also rise, but with a slightly longer lag. Here the sharpest rise should come in 1962-1965, as the new products reach a volume that calls for a significant amount of new capacity. In most cases, initial output of new products will come from existing capacity.

This timing of a new wave in capital investment appears logical on other grounds. Population experts forecast an upsurge in marriages and births around 1965. So by 1962, industry will be starting to tool up for new mass markets.

**The important point is this: As we approach the 1960s more and more sales and investment will be in new products growing out of research.** By 1960 well over 10% of manufacturing sales will be in new products not on the market in 1956.

Meanwhile — research will help stabilize capital spending by raising the level of modernization and replacement expenditures. Of course, research does not eliminate all the ups and downs in the demand for capital goods, for there remain variations in the amount spent to expand capacity. But a high level of modernization, to cut costs and improve quality, does put a floor under any drop in investment.

### What To Expect

During the next few years we can expect an increasing flow of new materials, new metallic alloys, new machinery — primarily those developments coming out of long-established research programs in the chemical and electrical industries. Industry will make wider use of specialized computers and automated equipment.

But the dramatic payoff on research comes even later. In the early 1960s the consumer goods industries will begin tooling up for their really new products — things so basically new they can change the way a family lives. Such items as plastic houses, paper apparel, turbine autos are under development right now. But it will take several years to get costs down and for population and incomes to grow to the point where mass markets are created.

When we reach that point in the mid-1960s, there will begin the greatest surge of capital investment in all history. And then — around 1965 — the new processes (full automation, atomic power, continuous steel casting) which are the slowest and most expensive part of the research chain to develop, will come into play.

**The combined impact of new products and new processes, to meet an expanding market, will thus be felt in the mid-1960s — eight to ten years after the recent sharp increase in research spending.** The full impact is that far away because of the lags for applied research, pilot plant studies and market introduction. But to a large degree the prosperity of the 1960s has already been shaped by the research programs now underway.

*This message is one of a series prepared by the McGraw-Hill Department of Economics to help increase public knowledge and understanding of important nation-wide developments. Permission is freely extended to newspapers, groups or individuals to quote or reprint all or parts of the text.*

*Donald C. McGraw*  
PRESIDENT

McGraw-Hill Publishing Company, Inc.

THE SMELL OF STEAK drew visitors to see Frigidaire's built-in ovens. C. V. Kirby, sales manager for built-ins, provides answers for questioners Thomas Colla, Hartford, Conn., center, and Mrs. John H. Phillips, Jacksonville, Fla., at his left.



IN CHICAGO, THE BUILDERS DID ...

## More Shopping Than Buying



WITH SOMETHING NEW to crow about, Youngtown Kitchen's W. E. Jones, right go deep into conversation with builder Ray Parker of Cincinnati, Ohio, left.



LIKE WET PAINT, this Culligan display drew visitors who just had to touch the display to see how it worked. And sure enough, that was real water pouring out of the faucet.



LISTENING BUILDERS Ernest G. Fox, R. B. Vandervoort and Wayne Premier of Lansing, Mich., remain deadpan during all-out demo by Waste-King man, Jack Plano, right.

THE frenetic Builders Show continued its hot pace this year, offering in how-to sessions, management clinics and industry leader talks, more than one man could take in, and in exhibits, a good day's walk to see everything. Once into the exhibits, builders—and in an increasing percentage, their wives—concentrated on information, and on getting the names of their local sources. The big-quantity buyer evidently wants to do his buying in his own office this year and typical conversations indicated that there will be plenty of competition, even among salesmen calling by invitation.

With few exceptions, the exhibits offered few new products not shown earlier at other shows, though most of the builders were getting their first looks. Among the exhibitors, the typical optimism was considerably tempered. In some cases, exhibit spaces were smaller. And conspicuous mostly by their absence were the models that in former years decorated many, many spaces. One flash of the old days came at a space demonstrating an experimental cooking center when a Texas builder wanted to order six similar units.

One builder session, under the theme "New Ways the Electrical Industry Can

Help Builders," showed builders how to get more for their money in electrical goods and services. The program included specifics on the new Medallion Home project, lighting and wiring, kitchen planning, electrical heating and cooling and promotion. Speakers were Robert E. Borian, manager of LBE; Ted Cox, director of the American Home Lighting Institute; Harold Green of G-E, and L. E. Barrett of the National Wiring Bureau. C. F. Kreiser of NEMA, S. B. Aronson of Berko Electric Mfg. Co., and William McGrath of ACRI discussed electrical heating and cooling developments.



## 4 Million Water Heaters



FOUR MILLIONTH Permaglas water heater is celebrated by, left to right, J. H. Brinker, vice president and general manager of Permaglas division, A. O. Smith Corp.; C. F. Pester, works manager of the division; George F. Morrison, president of Morrison Distribution Co., St. Louis, Mo.; C. L. Tracey, manager of Permaglas' domestic water heater sales; and R. R. Barnes, plant superintendent.

## Opportunity in Electrics

NEMA's McIlhenny tells NAED dinner meeting that there is a future in electric housewares, cites *This Week* magazine survey to prove his point

Less than 25 percent of all electric housewares sold during 1956 came from sources other than distributors. Less than 45 percent were moved by sources other than electrical distributors. These figures, compiled by *This Week* magazine, were cited by J. P. McIlhenny, chairman of the Electric Housewares section of the National Electrical Mfrs. Assn., at the annual dinner meeting of the electric housewares section of the National Assn. of Electrical Distributors in Chicago recently.

McIlhenny was using these figures to prove his thesis that there is opportunity for the electrical wholesale distributor in the electric housewares field. He

cited figures from *This Week* surveys for 1953 through 1956 (see accompanying chart).

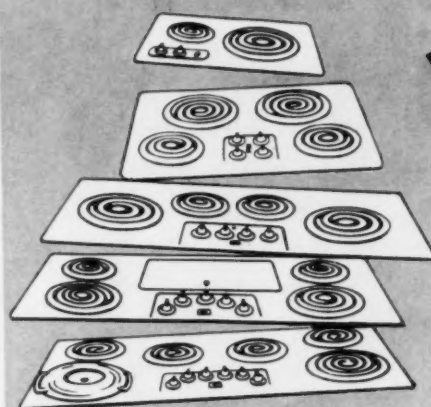
McIlhenny pointed out that the electric housewares business annually represents more than \$600 million at distributor cost and that a relatively small portion finds its way into channels other than that covered by distributors. McIlhenny pointed out that, at the time of his speech, no accurate data was available for 1957.

As for the burgeoning housewares business, McIlhenny stated: "The program which the electric housewares section of NEMA undertook in 1951 of bringing the then total retail sales value of electric house-

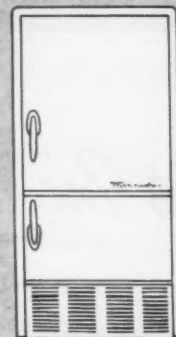
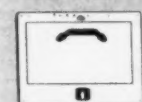
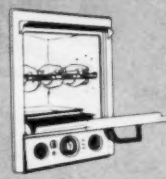
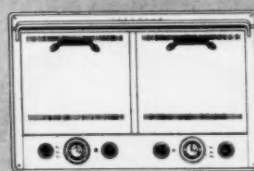
	1953	1954	1955	1956
* Electrical, Hardware, Drug, and Jewelry distributors together accounted for these percentages of electrical housewares sales:	83.1	82.6	77.0	75.2
* Electrical distributors alone accounted for these percentages of electrical housewares sales:	59.4	58.7	54.7	55.6
Of all electric housewares cleared through normal wholesaling channels electrical distributors accounted for:	71.5	71.0	71.0	73.9

\*Figures listed in these columns represent percentages of all housewares billed during the year in question regardless of the channel through which they were moved.

# THERMADOR



## Your Best "Bilt-In" Money Maker!



"Bilt-ins" are big business today, and Thermador, originator of the "Bilt-in" Electric Range offers dealers unequalled volume and profit opportunities.

Ask any present Thermador dealer why he prefers to sell this famous "Bilt-in" line. We did... and here is a composite of their replies...

7 big reasons why dealers like Thermador "Seven Leagues Ahead Bilt-ins":

1. Highest quality product
2. Universal consumer acceptance of the Thermador name
3. Greatest selection of models; lifetime stainless steel, and colors, too!
4. Least service problems
5. Higher profits because Thermador quality commands higher prices
6. Nationally advertised
7. Wide distribution

JOIN THE FAMILY OF BUSY, SATISFIED, MONEY-MAKING THERMADOR DEALERS NOW!



THERMADOR ELECTRICAL MFG. CO. • 5119 District Blvd. • Los Angeles 22, Calif. • DEPT. 55

RUSH DETAILS! I am ☐ DEALER ☐ WHOLESALER

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

County \_\_\_\_\_

State \_\_\_\_\_

# IMPORTANT

## Netherlands factory

specializing in the manufacture of first class vacuum cleaners seeks reputable distributors for their tank and upright type cleaners.

Perhaps the answer to the demand for adequate margins.

The apparatuses are of the highest quality and are sold on a long-term guarantee.

Inquiries to be sent to:

Electrische Apparaten- en Metaalwarenfabrieken

Rudolf Blik N.V., Televisiestraat 16-18,

The Hague (Holland)



wares from \$600 million annually to a billion dollars annually in five years, was actually accomplished because in 1956 the total retail value of electric housewares sold was \$1.2 billion. Now—while the electrical wholesale percentage figures (see chart) . . . have shown a decline of 3.8 percent since 1953, they also show that the gap was narrowed between 1955 and 1956 to less than 1 percent. It is significant to note that whereas the total electric housewares, jewelry and drug distributor percentage for 1956 was down to 75.2 percent the electric distributor's percentage of all wholesale business jumped to 73.9 percent or a gain of approximately 3 percent over the two previous years."

McIlhenny also emphasized that percentages don't tell the whole story. "The gradual year-to-year increase from \$600 million in 1951 to \$1.2 billion at retail in 1956 is of vital importance to the electrical distributor because his dollar volume during that period has increased materially and unquestionably it

will continue to increase barring any temporary setbacks."

McIlhenny then cited the NEMA Electric Housewares Gift program, the development of NEMA standards, NEMA legal activities, and other NEMA services to the electrical industry as a whole.

## Soundcraft Offers Special Tape Premium

Reeves Soundcraft Corp. is planning a national merchandising program designed to increase consumer sales of the company's magnetic tape lines. As a feature of the promotion, Soundcraft has specially recorded in stereo (and monaural) an actual jamfest of "All-Star" jazz. The firm is making it available as a bonus with the purchase of any 7-inch reel of Soundcraft tape.

Soundcraft executives believe that some \$100 million worth of tape will be sold in the next five years. The latest promotion is aimed at capturing their share of this growing market.

BENJAMIN

*Reel Products Inc.*

10700 - 10710 BROADWAY • CLEVELAND 25, OHIO • U. S. A. • MICHIGAN 1-6800

To: Manufacturers of Portable Electrical Products  
Subject: BENJAMIN ELECTRIC EXTENSION CORD REELS

Gentlemen:

There is an increasing demand by the public for EXTENSION CORD REELS on electrical appliances such as Vacuum Cleaners, Projectors, Portable Radios, Washing Machines, Floor Polishers, Electric Ranges and other products.

CORD REELS provide a "parking" place for the unsightly, entangling excess cord and eliminate a definite hazard and the cord is readily available, when needed.

Certainly, CORD REELS will add somewhat to the cost of the product. They also stimulate sales because of the advantages they afford and in addition they reward you with added profit.

We will be pleased to assist your engineers in adapting our reels to your product. Let us hear from you.

Cordially,

*David Benjamin*

David Benjamin, President  
BENJAMIN REEL PRODUCTS, Inc.

DB/cs



## MOST CREATIVE SALESMAN

Creative Retail Salesman of the Year in the appliance-radio-TV industry is Tom Sanders, left, of Innes, Wichita, Kansas, shown above receiving a silver plaque from Georges J. Birgy, appliance merchandising manager, *Ladies' Home Journal*. Sanders also won the Grand Prize of \$500.

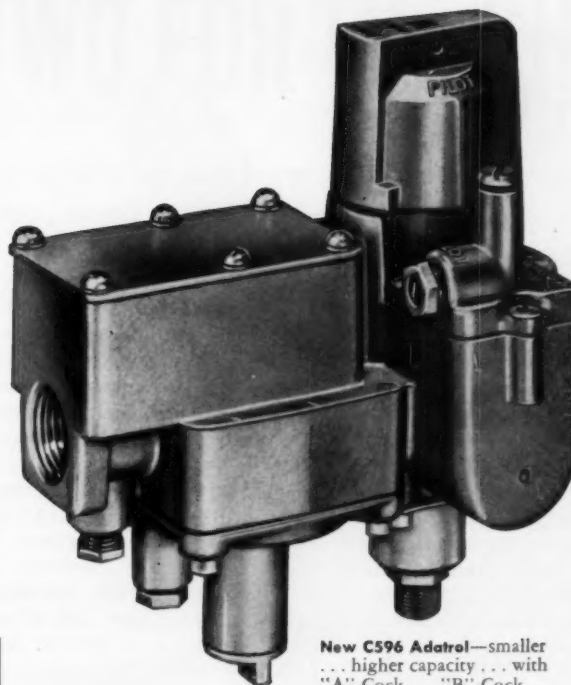
Divisional winners in the contest, entered by submitting the best selling idea of the year, each won \$125 and a bronze plaque. They are: Sam T. Richardson of Home Appliance Co., Medford, Oregon—major appliances; T. C. Biddle of Biddle Sales, Inc., Mansfield, Ohio—complete kitchens; A. A. Bardin of Clark Dunbar, Inc., Alexandria, La.—radio-TV; Lloyd L. London of London's, Inc., Geneva, Neb.—electric housewares.

The judges included editors of various industry publications, including Laurence Wray of ELECTRICAL MERCHANDISING. The awards were presented at the annual National Appliance & Radio-TV Dealers' Assn. convention banquet in Chicago recently.



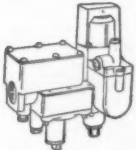
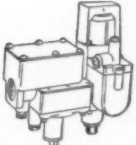
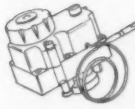
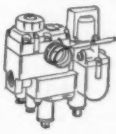
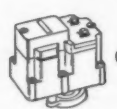

New flexibility for room and wall heaters

# Now, Honeywell's famous Adatrol\*—with or without pressure regulator



**New C596 Adatrol**—smaller  
... higher capacity ... with  
"A" Cock ... "B" Cock  
... complete pilot shut-off  
... unregulated pilot gas.

Offer four control combinations—stock one basic unit:

1. Basic C596 Adatrol unit  —for on-off control.
2. Adatrol  plus snap-action T5000 Thermostat equals  V5165 Adatrol.
3.  Adatrol plus T5001 Modusnap\* Thermostat  equals  
V5166 Adatrol Modusnap  —offers both snap-action and modulating control.
4. Adatrol  plus V8003 24-volt operator  equals V8168   
—provides for control by wall-mounted  Honeywell Round Thermostat.

## Honeywell



*First in Controls*

**Honeywell's new C596 Adatrol Manifold** (Gas Cock Pilotstat\*) is easier to sell than ever! You offer *specific* thermostatic control best-suited to individual needs.

You can sell budget-minded customers the pilotstat now—and their choice of add-on thermostats later.

You stock only one basic pilotstat plus thermostat choices. Installation time is only 5 minutes!

The C596 is shorter to fit modern smaller space installations. Its integrally located pressure regulator is located to provide maximum flexibility for all types of installations.

Learn how Adatrol can help double your room and wall heater profits by calling your local Honeywell office. Or write Minneapolis-Honeywell, Dept. EM-3-50, Minneapolis 8, Minnesota.

\*Trademark

## "Pitch Pieces"

Fedders helps its dealers to sell heat pump air conditioners and other new developments with a simple point-by-point "how-to-sell" circular

"How does the other guy sell?"

Fedders-Quigan Corp. feels that many salesmen are concerned with this question. As a result, Fedders is cluing in its dealers on how to sell air conditioners. With each new product development, such as the heat pump unit, the company is preparing a "pitch piece" giving the retail salesman a point-by-point conversational approach to the air conditioner prospect.

The theory behind these "pitch pieces" (there have been four so far and there will be more as new developments come onto the market) is to supply the salesman with the ABC's of selling what, to him, might be an unfamiliar unit. The pamphlets are the brainchild of Fedders' advertising manager Harold Boxer.

Boxer emphasizes—and so do the "pitch pieces"—that the circulars are "not a canned sales spiel." They are simply meant to be used as basic sales pointers.

Fedders believes that this method of reaching retail salesmen is as effective as sales meetings, maybe even more so, and better than expensively-staged training films. Fedders doesn't under-estimate sales training meetings, however, and the company has plans for attracting salesmen to them by means of token "bounties" allowable to distributors for each salesman in attendance. These cash allowances can be used by the distributors either as individual gifts to the salesmen or as door prizes to make the meetings more attractive.

Fedders points to the demand for its "pitch pieces" as an indication of the success of this phase of its sales training program. The demand has led to three printings with a distribution of 20,000 each.

Boxer says Fedders is investigating now how to make its sales training program, and its "pitch pieces" even more effective as sales instruments.

## A New Tune

Thomas Organ Co. introduces a combination electronic organ-hi-fi unit, hopes to interest a network of appliance-hi-fi dealers to merchandise it

An electronic organ manufacturer is using its newest unit, which incorporates a built-in, self-contained high-fidelity phonograph system, to interest hi-fi and appliance dealers in the profit possibilities of electronic organs.

Thomas Organ Co., a division of Pacific Mercury Corp., has already signed up 16 appliance distributors across the country in a move to mass-market its products through appliance and hi-fi outlets.

The company's newest product, which they say fits in well with the current merchandising facilities of dealers who now carry hi-fi, is priced at \$795 and carries a 35 percent dealer discount. Thomas Organ spokesmen point out that, since it contains a built-in phonograph, it

needs little special knowledge to merchandise it. The unit enables complete novices to learn how to play the organ through company-supplied instructional records. For merchandising, dealers may substitute a recorded sales pitch in the place of the instructional records.

The hi-fi part of the combination unit contains a four-speed record changer and tweeter, in addition to the organ's existing amplifier, speaker, and sound baffle. The phonograph and the organ may be played separately or together over a "balanced" sound system. A headset outlet permits "private practice" or private listening to the organ or hi-fi, leaving the instrument soundless to others.

Thomas has been selling its line of electronic organs through

## A Craftsman and His Work



OLD WORLD technique in cabinet design is used by Du Mont craftsman Paolo Frank Puleo, left, who points out the features of one of the more than 200 different Du Mont cabinet models he has crafted for the company to Allen B. Du Mont Jr., manager of the Receiver division, left. The 74-year-old artisan started as an apprentice 65 years ago.

"aggressive" music merchants. It now hopes to interest a satisfactory network of appliance-hi-fi outlets, who are willing to merchandise and demonstrate them.

Information about the line can be obtained from Thomas Organ Co., 8320 Hayvenhurst Avenue, Sepulveda, Calif.

### AHLMA Annual Meeting To Study Management

A Management Conference is slated as part of the American Home Laundry Mfrs. Assn. 42nd annual meeting to be held in Boca Raton, Fla., April 20-22. The Conference—"Key Manage-

ment Challenges in 1958 and 1959"—will be directed by members of the management consultant firm of Booz, Allen, and Hamilton.

Four management conference seminars have been developed for the meeting, according to Guenther Baumgart, AHLMA president. Annual meeting members and guests will be divided into four groups, and seminars will run concurrently. Each will be repeated four times.

The four general categories are: "Management Appraisal and Development," "Management of New Products," "Profit Improvement," and "Organization Planning."

## COLOR TV

The network schedules of color television for the month of March include the following programs:

**WEEKDAYS**, 3-4 EST, NBC—NBC Matinee Theater (except March 3, 4, 10, 17, 24, 31).

**MONDAYS**, 7:30-8 EST, NBC—The Price Is Right.

**TUESDAYS**, 8-9 EST, NBC—Fisher-Gobel Show; 9:30-10 EST, CBS—Red Skelton Show.

**WEDNESDAYS**, 9-10 EST, NBC—Kraft Television Theatre.

**THURSDAYS**, 7:30-8 EST, NBC—Tic Tac Dough; 10-10:30 EST, NBC—The Lux Show.

**SATURDAYS**, 8-9 EST, NBC—Perry Como Show; 10:30-11 EST, NBC—Your Hit Parade.

**SUNDAYS**, 7-7:30 EST, NBC—My Friend Flicka (except March 23); 8-9 EST, NBC—The Steve Allen Show; 9-10 EST, NBC—The Dinah Shore Chevy Show (except March 2).



## New York City: More Power for More Units

New York area appliance dealers can rely on more than new construction to boost their sales volume.

Consolidated Edison's Adequate Wiring Bureau reports that a total of 505 apartment buildings containing an aggregate 20,921 dwelling units were rewired for higher electrical capacities in the city during 1957.

The year's biggest apartment rewiring job involved a project comprising 14 buildings with a total of 728 apartments.

## Low Income Group Buys Most Appliances

Low income families represent 54 percent of the appliance market, according to the findings of the *Life* Magazine "Study of Consumer Expenditures." *Life* has been releasing results of the survey from time-to-time. The survey was made for *Life* by Alfred Politz Research, Inc.

*Life* defines low-income families as those in the \$3000-\$7000 annual income bracket. Representing 54 percent of U. S. households, they account for six out of ten dollars of industry sales.

Last month, ELECTRICAL MERCHANDISING reported on the influence the survey found education has on appliance buying (page 160).

Bertram J. Lange of *Life's*

marketing department also recently projected some of the information in the study to 1965. Lange indicated that the appliance industry faces mixed prospects. While household income, educational level, and the trend to the suburbs will continue as factors in the market, there will be fewer households in the important under-40 age group and therefore fewer families with younger children. These are the families that are the best appliance prospects.

## N. Y. Mayor Lauds Electrical Week

Mayor Robert F. Wagner of New York City was the featured speaker at this year's National Electrical Week banquet held on Edison's birthday (February 11) in New York's Hotel Astor. He addressed the luncheon meeting attended by electrical industry notables immediately following an official ceremony renaming Times Square "Electric Square" for the duration of the week.

Other major speakers included Armand D'Angelo, New York City Commissioner of Water Supply, Gas and Electricity; William V. O'Brien, president of the National Electrical Mfrs. Assn.; Robert E. Boian, manager of the Live Better Electrically program; Willard E. Henges, president of Graybar Electric, speaking for the National Assn. of Electrical Distributors; and others.

## Outstanding Dealer



GENEVA KITCHENS' "Dealer of the Year" is Paul Lipkin of Planned Kitchens, Dover, N. J., left, who is shown receiving a bronze plaque from Donald R. Barber, vice president and sales manager of Geneva. Lipkin also received \$500 and \$100 government bonds, and a prize trip to the Virgin Islands.

# TWO FOR THE SHOW



## Quick easy way

to make pipe connections

FOR WASHERS, DRIERS, REFRIGERATORS, AND OTHERS

Model CT—with flared joint for copper tubing

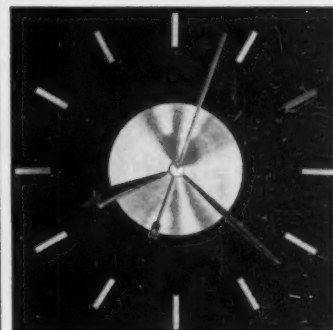


Model ST—for pipe connections

SKINNER-SEAL SADDLE TEE—for making pipe connections. No pipe cutting or threading. Only one bolt to tighten. Quick, easy. Cuts cost. For installing washers, driers, gas refrigerators, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

**M. B. SKINNER CO.**  
SOUTH BEND 21, INDIANA

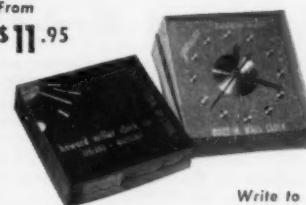


BUILT-IN WALL CLOCKS

By  
**HOWARD MILLER**

ONE OF THE HOTTEST ITEMS TODAY — the new, modern clock idea that has become the smartest trend in home and office accessories. Simple instructions with marking template for easy wall installation. Guaranteed self-starting electric synchronous movement. Display this popular built-in line for quick sales. — and remember it's the name that counts.

From  
**\$11.95**



Write to  
Built-In Division

**HOWARD MILLER CLOCK CO.**  
Zeeland, Michigan

# A "Best Seller"

IN  
ANY  
MARKET



## Monarch

electric, coal-wood

or oil COMBINATION RANGE  
"TWO-IN-ONE" OVEN

Here's the kind of versatility that "pays off" in any dealership. A fully automatic combination range with a coal-wood or oil, cooking top . . . in the most modern temperature controlled Electric Range manufactured.

King Size "DUO-OVEN" is heated by coal-wood, oil, or electricity individually or at the same time. Bright chrome finish top. Monarch's exclusive duplex draft. Kitchens are cozy in winter — cool in summer. For complete information about our protected dealer franchise, write

PATENTED



Bake and roast with coal-wood or oil alone, electricity alone, or in any combination with this "TWO-IN-ONE" OVEN!



Right front surface unit becomes RED HOT in seconds. Choice of over 1,000 heat selections.

**MONARCH RANGE CO.** 3838 Lake St. — Beaver Dam, Wis

MONARCH specializes in Ranges. Manufacturers of the most complete line of Quality Ranges in the U.S.A.

the NEW

## YEATS "Shorty"

STATION WAGON & PANEL PICK-UP  
appliance dolly



**YEATS Model No. 5**  
Aluminum alloy  
Height 47"  
Weight 32 lbs.



Only 47" tall, this new YEATS dolly is designed for TV and appliance men who make deliveries by station wagon or panel truck. No need to detach appliance for loading into the "wagon" or pick-up . . . the YEATS "Shorty" will slide into your vehicle with ease. Has aluminum alloy frame with padded felt front, quick fastening (30 second) strap ratchet, and endless, rubber belt step glide. New YEATS folding platform attachment, at left, saves back-breaking work handling TV chassis or table models. Call your YEATS dealer today!

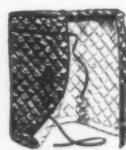


Folding platform is 13 1/2" x 24 1/2" — attaches instantly. (Platform only) \$9.95.

**YEATS "Everlast" COVERS & PADS**

YEATS semi-fitted covers are made of tough water repellent fabric with adjustable web straps and soft, scratchless white flannel liners. All shapes and sizes—Write.

Range Cover



Refrigerator Cover

SEND postcard for full information on our complete line TODAY!

## YEATS

appliance dolly

sales company

2127 N. 12th STREET MILWAUKEE 5, WISCONSIN

## Signing on the Line



FIRST VACUUM CLEANER to come off the RCA Whirlpool line is autographed on the spot by TV personality Fran Allison who handles the company's television commercials. Watching are, left to right, Juel Ranum, assistant to the president; Neil Griebenow, vice president and general manager of the division, and Kern Sosey, works manager of the division. Startup of vacuum cleaner production was at the St. Paul division.

## Fleischaker Heads NARDA in 1958

The new president of the National Appliance & Radio-TV Dealers Assn. is Joseph Fleischaker of Will Sales Appliance Stores, Louisville, Kentucky. His election was announced at NARDA's annual convention banquet in Chicago recently.

Serving with Fleischaker for the 1958 term are: Ken Stucky of Stucky Bros., Ft. Wayne, Ind., immediate past president; Mort Farr, Farr's, Upper Darby, Pa., chairman of the board; H. B. Price, Jr., Price's Inc., Norfolk, Va., chairman of the executive committee; and vice presidents Steve Feinstein of Magee's, Inc., Boston; George Johnston of Johnston's, Minneapolis; and Harold Witham of Witham's, Bakersfield, Calif. Farr, Price, and Feinstein were all re-elected.

John K. Mooney of Broyles Electric Co., Marion, Ind., continues as secretary and Victor P. Joerndt of Joerndt & Ventura, Kenosha, Wisc., will continue as treasurer. A. W. Bernsohn was reelected as executive vice president.

New names on the board of directors are: Tom Carmichael of Burns & Carmichael, Seattle, Wash.; Frank Murphy of Murphy Electric Co., Bristol, Conn.; Richard A. Palmer of Palmer Tire Co., Macon, Ga.; Ray

Quackenbush, Oliver Square Home Appliances, Wichita, Kansas; and Claude H. Wolfe of Claude H. Wolfe, Inc., Orlando, Fla.

Stuart Greenley of Greenley's, Flint, Mich., and Richard A. Palmer were elected to membership on the executive committee. They will assist Price who is chairman.

## Promotion Chief



WAYNE SMITH has joined ELECTRICAL MERCHANDISING as promotion manager. He comes from *Electrical Dealer* magazine and, more recently, *Electric Light & Power*, both Haywood publications. He was Midwest editor of the former and associate editor on the latter. Smith, who is a graduate of Northwestern University, is married and has three children. During World War II, he served with the United States Air Force. He has been engaged in journalistic work of various kinds since 1950.



## Symbol of Office



FRANK CALLAHAN, right, of Health-Mor Inc., incoming president of the Vacuum Cleaner Mfrs. Assn., receives his gavel from Oscar M. Mansager, left, of The Hoover Co., the association's outgoing chief. Callahan was elected president at the association's annual meeting in New York City.

## Louis Miller, 62

Louis Miller, 62, retired General Electric Co. manager, passed on early last month in his Louisville, Kentucky, home. Miller, who was manager of marketing for G-E's major appliance division before his retirement two years ago, joined the company in the late 1920's. He was subsequently manager of the refrigerator specialty sales division and served G-E in other capacities.

## Signs With Agency



DANIEL A. PACKARD joined Geyer Advertising, Inc., in Detroit February 3 as vice president and marketing director. A widely-known authority on appliance distribution, Packard will be active as a consultant for the Kelvinator account. He has previously been with Kelvinator, General Motors Radio Corp., and Frigidaire.

## Ferro Corp. Head Dies in Mexico City

C. DUDLEY CLAWSON, 55, passed away of a heart attack in Mexico City recently. Clawson, president of Ferro Corp., had just returned from the Yucatan where he had visited a subsidiary of his company.

Clawson had been president of the Cleveland concern since 1947. He had been with the company for 27 years. Ferro Corp. is a major producer of porcelain enamel.

## Lawson Retires



CHARLES T. LAWSON, vice president of American Motors Corp. and director of its Kelvinator appliance division's sales activities for nearly 20 years, has retired. Lawson has been connected with the appliance industry for more than 30 years. He has worked with Day Fan Electric Co. (later part of General Motors) and GM's Radio Corp. and Frigidaire division.

## Lee Ballard Forms Service Organization

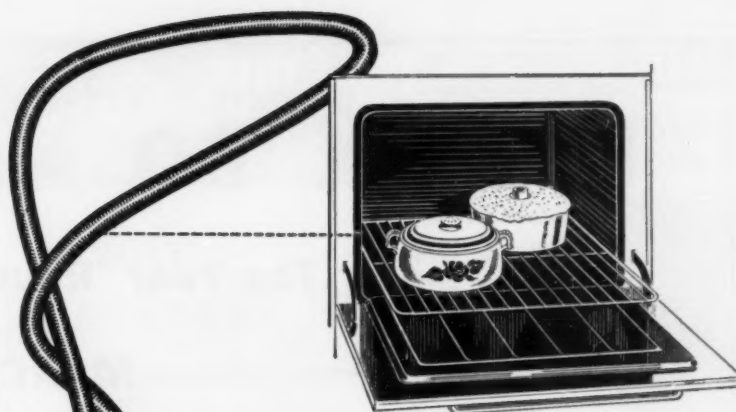
Miss Lee Ballard has formed Lee Ballard Associates, Inc., 437 Fifth Avenue, New York City, as an organization that will supply trained demonstrators for appliance and/or fashion trade shows or in-store promotions. Miss Ballard was formerly national consumer relations director for Bendix division of Avco and in-store promotion supervisor for Princeton Knitting Mills.

## Even the Reds Complain

The United States and the Soviet Union have a common problem, according to the Associated Press. The Soviet people are also complaining about the television repairman.

The newspaper *Soviet Russia* recently quoted A. A. Turchanin, Soviet TV chief, as saying the complaints resulted from a shortage of trained mechanics. He said there are 500,000 receivers in Moscow and naturally there are complaints. But, he asserted, techniques in construction of sets are improving.

In self-defense, he quoted foreign press reports that the American people paid \$3.8 billion in 1956 to keep their television and radio sets going.



## GOOD BAKING DEMANDS AN

*even temperature*

OVEN . . .

1,682,326 ovens in 1957 kept more even temperatures because they had a BH-750 Fiberglass gasket to seal the oven door.

BH-750 gaskets seal out cold — make *all* doors fit snug — stop door clang — help keep oven odors in the oven — and, they last indefinitely.

**BH-750**

*Fiberglass*  
**OVEN SEAL**

\*Owens-Corning trademark

THESE RANGES HAVE A BH-750 OVEN SEAL:

Tappan • Westinghouse • Pan-American • Suburban • Preway • Admiral

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300 BARCLAY ST. CONSHOHOCKEN 11, PA.



## Make friends with your customers

Webb Manufacturing Co.  
2198A N. 4th St., Phila. 33, Pa.

Send price of Slingabout or Wrapabout for  
Model # \_\_\_\_\_ Make \_\_\_\_\_

☐ Refrigerator ☐ Freezer ☐ Dryer  
☐ Range ☐ Washer (specify) \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_ STATE \_\_\_\_\_

You sell the *appliance* on your showroom floor, but when you deliver it, you sell *yourself*. So if you want your customers to remember you with pleasure, do a professional job on every delivery. Protect appliances such as ranges and refrigerators with Webb Slingabouts.® They guard the appliance against bumps and scratches, spare customers' paint and woodwork. Webbing handholds help men maneuver appliances smoothly into place. For further information about Slingabouts (water-repellent canvas jackets lined with soft flannel), fill in the coupon opposite.



**SLINGABOUTS**  
For Radio, TV, Air Conditioners,  
ask about Wrapabouts®

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## NEW POSITIONS



E. D. KENNA



H. L. WILER



E. H. VAN GUELPHEN

Westinghouse Electric Corp.—E. D. Kenna, H. L. Wiler and E. H. Van Guelpen have been

named merchandise managers of laundry equipment, ranges and home freezers, respectively.



SAMUEL F. SHAWHAN



HOWARD M. PACKARD

S. C. Johnson & Son, Inc.—Howard M. Packard has been named president. Raymond Carlson has been appointed to the newly created post of household products division vice president.



ROY C. EAST

Bryant Manufacturing Co.—Samuel F. Shawhan has been named president of the company, a division of Carrier. Roy C. East is the newly named advertising manager.

Olympic Radio & Television Co.—John Baker will manage sales operations in the states of North Carolina, South Carolina, Alabama, Georgia and Florida. J. B. Harris has been named regional manager for Virginia, Tennessee, Kentucky, West Virginia, Arkansas and northern Mississippi. Dan R. McKennon has been appointed north central states regional sales manager.

Whirlpool Corp.—Dwight R. Anneaux has been appointed general manager of the utility division and Warren Singer field sales manager.



GORDON G. HURT

Norge Div.—Gordon G. Hurt, national merchandising manager, has assumed direction of Norge home appliance advertising.

Ben-Hur Manufacturing Co.—Ralph K. Zickert has been appointed advertising manager and Larry Incandela assistant to the sales manager.

Silex Co.—Charles E. Poetzel has been appointed northern California district manager.

Toro Manufacturing Co.—Arthur D. Thorsberg has been named regional sales representative in the southeastern and south central states.

## SEARCHLIGHT SECTION

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\$30,000

We are seeking a well qualified Mechanical Engineer for a key position with our company. Our firm, with a volume of business of over \$75,000,000, manufactures high precision mechanical and electrical products and we have achieved leadership nationally by reason of top quality and performance.

We have an excellent opportunity for an executive who has successfully directed research, development and design in such products as watches, controls, small hand tools, safety razors, electric shavers, dental drills or instruments.

Compensation will be supplemented by a liberal incentive bonus. Research, testing and model shop facilities are excellent. Broad opportunities exist for progress within our company.

You may be sure your reply will be treated in confidence. Please give a brief description of experience and include age, present connection and home telephone number.

P-7249, *Electrical Merchandising*, Class. Adv. Div., P. O. Box 12, N. Y. 36, N. Y.

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Is interested in securing license rights for all patents covering household appliances

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SWEETS

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Polished Brass Telephone Lamp Mouthpiece and receiver bakelite. Less shade and bulb—\$13.00.

All shipments FOB Simpson, Pa. **TELEPHONE ENGINEERING CO.** Dept. EM-38 Simpson, Pa.

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Distressed inventories, job lots, surpluses and close-outs. Any Quantity Desired. Big and small appliances, lighting fixtures, power tools, fans, stoves, refrigerators, washers, etc. All replies in strict confidence. Mr. Daniel Kane, % Grossman's, 130 Granite St., Quincy, Mass. Write or Call PR 3-7100.

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For Sale—Electrical Contracting-Store. Established 41 years GE Franchise. In town of Hamilton, N.Y. want to retire. BO-7207, Electrical Merchandising.

### FOR SALE

Sale & Window Banners—A sign for every purpose, in brilliant fluorescent colors, that will sell your products on sight! Write today for complete information To: K-C Displays, Dept. 5B, 1170 Vista Ave., Salem, Oregon.

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Supplement Products Services For More Sales - More Profits

### HAND TRUCKS

For safe and easy handling of Ranges, Refrigerators, Freezers, Washers, Air Conditioners, Pianos, Television sets, Venders, etc. Experience in manufacturing equipment for heavy case moving since 1901.



### SELF-LIFTING PIANO TRUCK CO.

425 N. Main St. Findlay, Ohio

### NATION-WIDE PARTS-SERVICE

Complete stock of genuine parts for repair of all General Mills appliances.

PERCOLATORS TOASTERS • IRONS MIXERS, etc.

Regular discounts. Write for name of Authorized Service Station near you.



### APPLIANCE SERVICE CO.

1516 E. Lake St. Minneapolis 7, Minn.

### FAMOUS

### Mend-it-sleeve



Permanently splices broken wires and coils in electric appliances, automotive and industrial equipment. Make repairs and splices quickly, cheaply. 5 Sizes.

Just insert wire ends and crimp tight with ordinary pliers.

WRITE FOR CATALOG & FREE SAMPLE

### MEND-IT SLEEVE MFG. CO.

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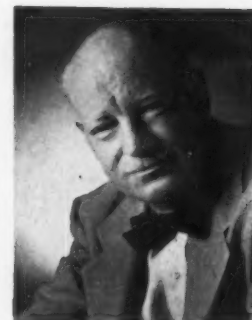
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# editorial

LAURENCE WRAY Editor



## Kitchen Cynics

A few years ago, dealers were inclined to take a very dim view of kitchen planning and selling. They were either apathetic or downright cynical. They could cite more reasons for *not* selling kitchens—installation problems, capital requirements, display difficulties, lack of trained sales people, and builder competition.

Today, they are taking a fresh look at this growing business. Sparked by the public's interest in built-in equipment, colored appliances and their desire to remodel old kitchens into dining and entertainment areas, dealers are realizing that, unless they plan to participate, a lot of business is going to default to competition. They are beginning to realize, too, that it is a business free from rugged price competition, trade-in headaches, or over-franchised brands. That a kitchen remodelling job involves multiple sales, rather than individual ones, and that kitchen installations are made to order for financing, because of the superior credit standing of kitchen prospects and the ease of financing a package deal.

Certainly the interest engendered by NARDA's recent "Kitchen Clinic"—nearly one hundred dealers attended—is a hopeful augury for greater dealer participation in kitchen business.

## Farmers Go for Built-Ins

A surprising development in the built-in range business, noted by more than one manufacturer, is the fact that an impressive proportion of total sales are going to the rural market. Built-ins are popularly supposed to be almost exclusively builder business. Now comes evidence that rural and small town folk are literally taking them away from dealers. The do-it-your-

self movement is old stuff to the farmer—he's always been a handy man. Now he is carting away built-in ranges in the farm pick-up truck and installing them himself.

Another surprise to rural and small town dealers is the traffic and pulling power of built-in ranges when featured in windows or store displays. Women have been exposed to floods of color ads in their magazines showing modern kitchens with built-in equipment. When they see the actual appliances on display it is small wonder they create excitement and enthusiasm. There's a lesson in this new development for dealers everywhere. Leading manufacturers are making store and window display units of built-in ranges and surface units available to dealers on very attractive terms. This is one way to break into built-ins in a modest way. We suggest it is worth a try.

## Ironer Comeback

One of the highlights of the recent NARDA Convention in Chicago was Mort Farr's parade of products we will be selling tomorrow—color TV, electronic ranges, stereo-tape recorders, solar battery radio, transistorized battery-operated TV sets and other wonders.

But large as life among these exciting new products stood an ironing machine—a device that has been on the market for some forty years. Why? Well, as Mort pointed out, after skillfully ironing a shirt, it's about time dealers took a new, long look at ironers. They were pushed aside post-war when automatic washers, dryers and TV sets grabbed the spotlight; they needed a measure of demonstration which dealers were too busy to bother with and unit sales were slow compared to the fast-moving newer devices. But the ironer has always delivered a solid measure of customer satisfaction. It complements and rounds out the home laundry service. It carries a good profit margin, has an at-

tractively low saturation and virtually no price competition.

The smart dealer who specializes in ironers in his community and is willing to put some real sales effort behind them, will find them made to order for profits.

## Picture of a Salesman

What do college students think of selling as a career?

The magazine *American Salesman* thought it was about time to find out. Only a year ago the National Sales Executive Clubs polled their membership and found their companies needed 405,000 salesmen. The appliance-radio-TV industry alone has a crying need for thousands of trained sales people.

But when the magazine polled 3,000 under graduates in 31 colleges they came up with some disturbing student reactions towards selling as a career. The words most frequently associated with the word "salesman" in the students' mind, they report, show a distinct hangover from the earlier day of the "drummer"—a slippery, here-today-gone-tomorrow fellow, living by his wits, ready to make a buck by any means and never staying around long because of the amount of traveling he must do. In general, they show a lack of knowledge of salesmen and consequently a lack of confidence in them. Even students planning on sales careers themselves had a surprisingly poor picture of what their jobs would be like. Conversely, the students who showed the best knowledge of selling were the most enthusiastic about it.

The magazine concludes, not unnaturally, that the public relations job facing the sales profession is a huge one. There is a need, they say, for better communication and cooperation between industry and the sales profession on one hand, and the colleges and schools turning out future salesmen on the other. Amen.





15 tips for tough selling. Hamilton's automatic washer line was tailored for today's hard-to-sell customer—and the pay-off proof is in the high end of the line. Like what? Like the *15 automatic washing options* you can pitch on the top-end S4T8 washer (*automatic suds-saver . . . two separate cycles . . . five wash temperature options . . . three rinse options . . . two-speed agitation . . . two-speed spin*). There's simply more to see, more to sell! So, what else? Seven other models offer more features-per-dollar at every price level—let you whittle out a profit on even the hardest-closers. Get the story from your Hamilton Distributor. Hamilton—best selling clothes dryers, and automatic washers, too!

# **Hamilton**

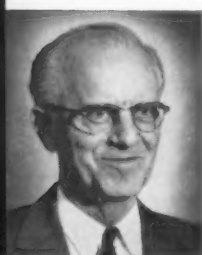
**STRONGEST EXCLUSIVE LAUNDRY LINE GOING!**

AUTOMATIC WASHERS • AUTOMATIC CLOTHES DRYERS • HAMILTON MANUFACTURING COMPANY • TWO RIVERS, WISCONSIN



"KELVINATOR COMES UP WITH SOME GREAT PROMOTION IDEAS," declares Mr. Rusk, "but this one really stands out. We put it to work just as our District Manager pitched it to us and it got results." Here, Mr. Rusk shows how clean a "Caresse" rug comes out of the washer after only a five-minute cold water wash and rinse. "Kelvinator's 'Magic Minute' is the best sales-making feature ever built into an automatic

washer," claims Mr. Rusk. Kelvinator's "Magic Minute" demonstration is the heart of the effective "Magic Carpet Carnival" that's setting a new sales high at Rusk and Morrow. The "Caresse" rug provides a dramatic way to show the thorough washing ability of Kelvinator's exclusive "Magic Minute"—60 seconds of automatic pre-scrubbing in double-rich suds that cuts grease and grime before the regular washing begins!



Mr. Hugh Rusk  
Partner  
Rusk and Morrow  
Appliances  
Decatur, Ill.

## Ask Hugh Rusk, he'll tell you: "KELVINATOR'S 'MAGIC CARPET CARNIVAL' BROUGHT IN 585 LAUNDRY PROSPECTS IN 3 DAYS!"

"We never had a hotter promotion.  
Our Kelvinator washer sales skyrocketed!"



TEAMWORK between Kelvinator District Manager, "Pete" Peters, and John Morrow is evidence of how closely Kelvinator works with dealers. Here they put up display pieces provided by Kelvinator to build excitement around the "Magic Minute" demonstration.



CUSTOMERS TRAMP ON RUG before demonstration starts. "It adds to the believability," Mr. Rusk says, "when you let prospects dirty up the rug themselves before you put it in the washer. It's what show people call 'good theater'—and it sure works for us."



MORE "SHOW BUSINESS"—MORE SALES! Traffic-building feature of the "Magic Carpet Carnival" is the "Magic 30" game. Here a hopeful winner draws her prize from the Kelvinator dryer. This gives the salesman a smooth way to get into the Kelvinator dryer story.



"HERE'S A REAL HELP," says Mr. Rusk. "This chart makes it simple for woman to understand all the advantages she'll get in a Kelvinator washer. It's a convincer, believe me. It's a good 'stop up' sales tool. It helps us get a lot of top-end sales."

ONLY WHAT'S BEST FOR OUR DEALERS  
IS GOOD FOR

# Kelvinator

Division of American Motors Corporation, Detroit 32, Mich.

American Motors Means



More for Americans

Live Better Electrically

